

MEN'S FITNESS

**SPECIAL
ISSUE!**
**77 STYLE
TIPS**

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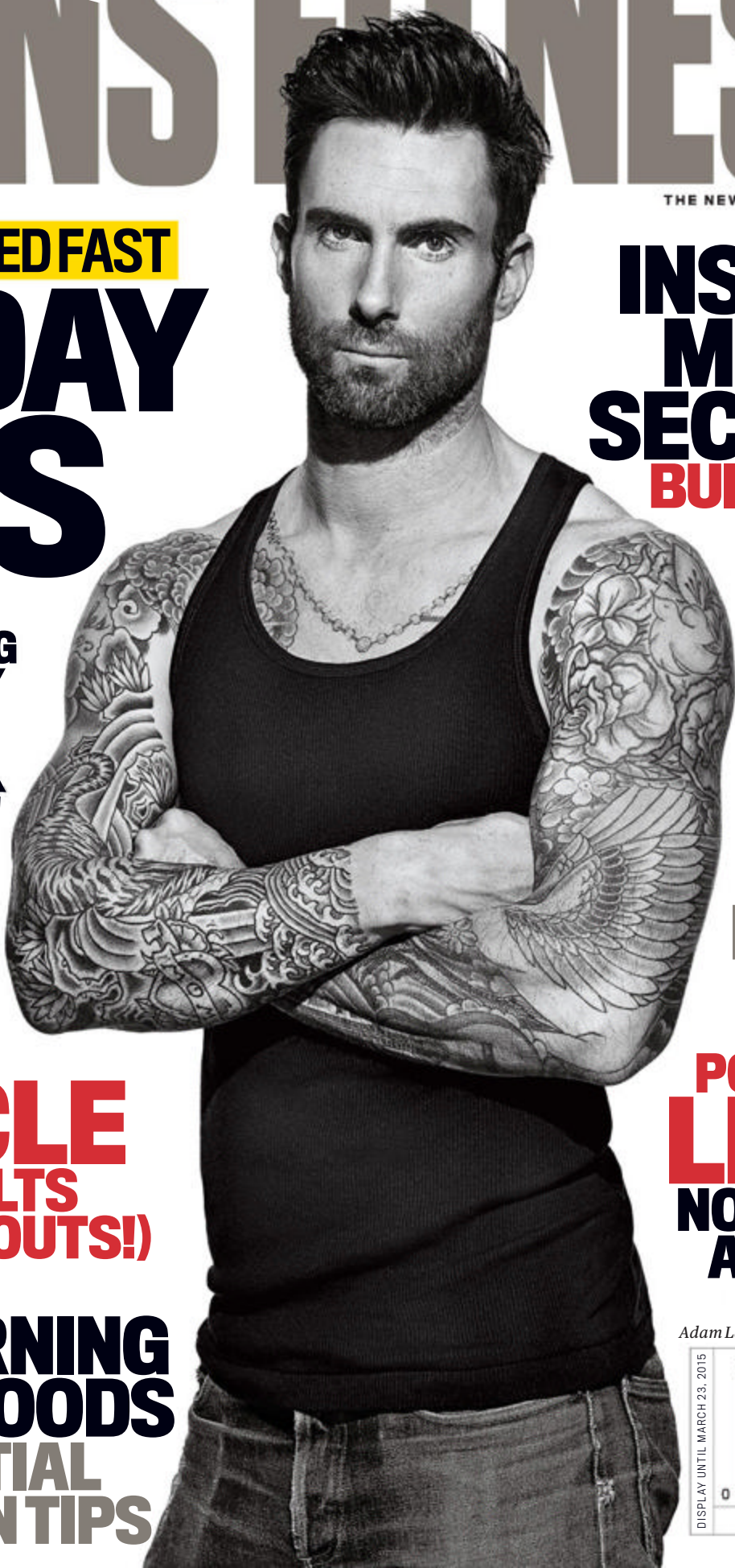
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Features

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He's got megaselling records, sold-out tours, a wildly popular TV show, and a growing personal business empire that can be described only as "Timberlakean." So what's next for the Maroon 5 frontman, husband of a supermodel, and resident yogi?

BY MICKEY RAPKIN

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This spring the classic converges with the casual in tanks, cardigans, hoodies, jackets, and windbreakers constructed of high-tech athletic materials. It's a decidedly active look tailor-made for guys who hit the gym.

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BY ANDY ISAACSON

94 STYLE POINTS

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100 GETTING RIPPED ON THE SUNSET STRIP

In Los Angeles, a who's who of famous athletes and A-list movie stars have begun flocking to Unbreakable Performance Center—an exclusive, expensive, ultra-high-end gym—for a unique brand of MMA-infused training. Their unlikely Pied Piper? NFL analyst, martial arts buff, and Michael Strahan BFF Jay Glazer.

BY TYLER GRAHAM

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"Our low-hanging fruit is the reluctant energy-drink fan who says, 'I drink the stuff, but I know there's something healthier,'"

SAYS CHANNING TATUM'S PAL AND RUNA CO-FOUNDER TYLER GAGE

All clothing: NAUTICA
Want it?
See page 133.

NIGEL PARRY



NAUTICA

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Unbreakable, L.A.'s next-gen gym, is jumping with jocks, models, and stars.



Clockwise from top left: Sam Kaplan; Jorg Badura; Peter Yang



ON THE COVER ADAM LEVINE

PHOTOGRAPH: PETER YANG
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BEHIND THE SCENES WITH ADAM LEVINE

■ This month's cover star on his personal style and fitness fervor.

GET ON THE BALL

■ Boost power and agility with a medicine ball—maybe the world's first fitness tool.

THE PERFECT WORKOUT

■ One ace routine can build muscle and bulletproof your joints.

SPRING STYLE PREVIEW

■ A sneak peek at this season's best looks, courtesy of style and grooming editor Barret Wertz.

Hoodie:
RUSSELL ATHLETIC
T-shirt: ASICS
Shorts: PUMA
Socks: NIKE
Shoes and shin guards:
ADIDAS
Want it? See page 133.

SAY WHAT?

New Year's resolutions can be a big boon—or a real bitch. Just as 2015 was about to kick in, we asked how you'll make sure that your January goals don't end up in the February recycling bin. Here's what you told us.

And remember: You can send us tips on how to be a smarter, fitter, better version of you by tweeting (@MensFitness), Instagramming (@mensfitnessmag), or Facebooking (facebook.com/mensfitness) us.

John Taylor

TWITTER: @JOHNTAYLORSHOW
Tell as many people as you can about your goals. If you fail, you look like a douche, but when you succeed, the respect is phenomenal.

Ken Masters

INSTAGRAM: @KENMASTERS45
How do I plan to make my 2015 resolution stick? I started putting in the work before 2015.

Nick Walker

TWITTER: @NW0X
Every second is a decision to be made. Every breath an opportunity to win.

Dominic Hernandez

TWITTER: @STILLSUPERDOM
I've learned to write down SMART goals:

Specific, Measurable, Attainable, Relevant, Timely.

Wesley Drey

TWITTER: @WESLEYDREY
Find a friend with similar goals and hold each other accountable.

Dustin Feely

TWITTER: @FEELSKIE
Always remember where you came from so you never lose sight of who you're becoming. Stay humble. Be a wolf, not a sheep!

Danny Hailstone

TWITTER: @DANNYHAILSTONE
Goal: Drop body fat by 10% and gain 10 pounds of lean muscle. Discipline and consistency in the kitchen are key.

POWER UP

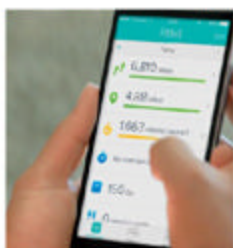
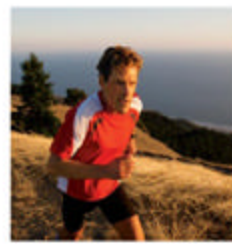
If you're looking for ways to maximize gains both in and out of the gym, we've got all the tips, advice, and exercises you need to help you achieve your goals. mensfitness.com/powerup

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The lip of the volcano

How close are you to disaster? ¶ Got a good, safe distance between you and the forces of chaos? Everything locked down tight? Popped on the cruise control for the slow and steady long haul? ¶ Damn, son, I hope not. ¶ As a CEO—one who oversees a company worth hundreds of millions—I can tell you this: Your life will always be defined by how you’ve handled risk. I myself have taken a few leaps of faith that have left me floating in midair over a potential career canyon. And yet I’ve also found that path to success, time and time again—beyond my wildest dreams. Taking chances is how you make it big in business, in love, and in life. And if 100 miserable guys schlumped into my office and told me their woes, 99 of them would get the same diagnosis: lack of balls.

When I talk about taking risks, I’m not talking about irresponsibility. I’m not talking about walking out on the people who need you or marching into your boss’ office and suggesting some biologically impossible places he should stick that 2% raise he gave you last year. I’m talking about asking yourself a simple question: What’s the bold move? What’s the strong play? What’s the sacrifice that gets you the big reward?

Adam Levine
photographed for
Men’s Fitness
on Dec. 19, 2014.



Case in point: This month’s cover star, Adam Levine. Singer in a rock band, with a bunch of hit records under his belt. That’s a pretty safe position. You can ride a handful of hit songs into decades of lucrative oldies shows—just ask Billy Idol. But as Levine tells us in “Happy All the F***ing Time” (page 74), when his Grammy-winning band, Maroon 5, plateaued a few years back, he took a call from *Survivor* producer Mark Burnett.

A lot of guys in his position would never have risked what was left of their “cool factor” to do a reality show. If you look goofy, if the show tanks, if it paints you with the immutable brush of failure, a show like that could be the end of your recording career. Instead it turned Maroon 5 from a relic of the late ’90s into a band with renewed top-10 cred—while also making Levine a household name. Today Levine makes around \$22 million a year as a *Voice* coach, just headed off on a new world tour with his band, and is living in a multimillion-dollar mansion in L.A. with his Victoria’s Secret supermodel wife.

Yeah, you could say that little risk paid off.

But when I talk about risk, I’m not just talking about your career. Safe relationships, safe style choices, even safe workouts—they all put you in danger. You stop growing, you stop challenging yourself, you stop experiencing the highs and lows. And as any casual observer of hospital dramas can tell you, “flatlining” is not a good thing.

So do yourself a favor: Take one risk today. Do one thing that makes your internal safety officer go “Tsk, tsk.” I’ve made a lot of mistakes in my life, but the only mistakes I really regret are the ones I wasn’t bold enough to make.

Enjoy the issue.

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Breakthroughs

EDITED BY NINA COMBS



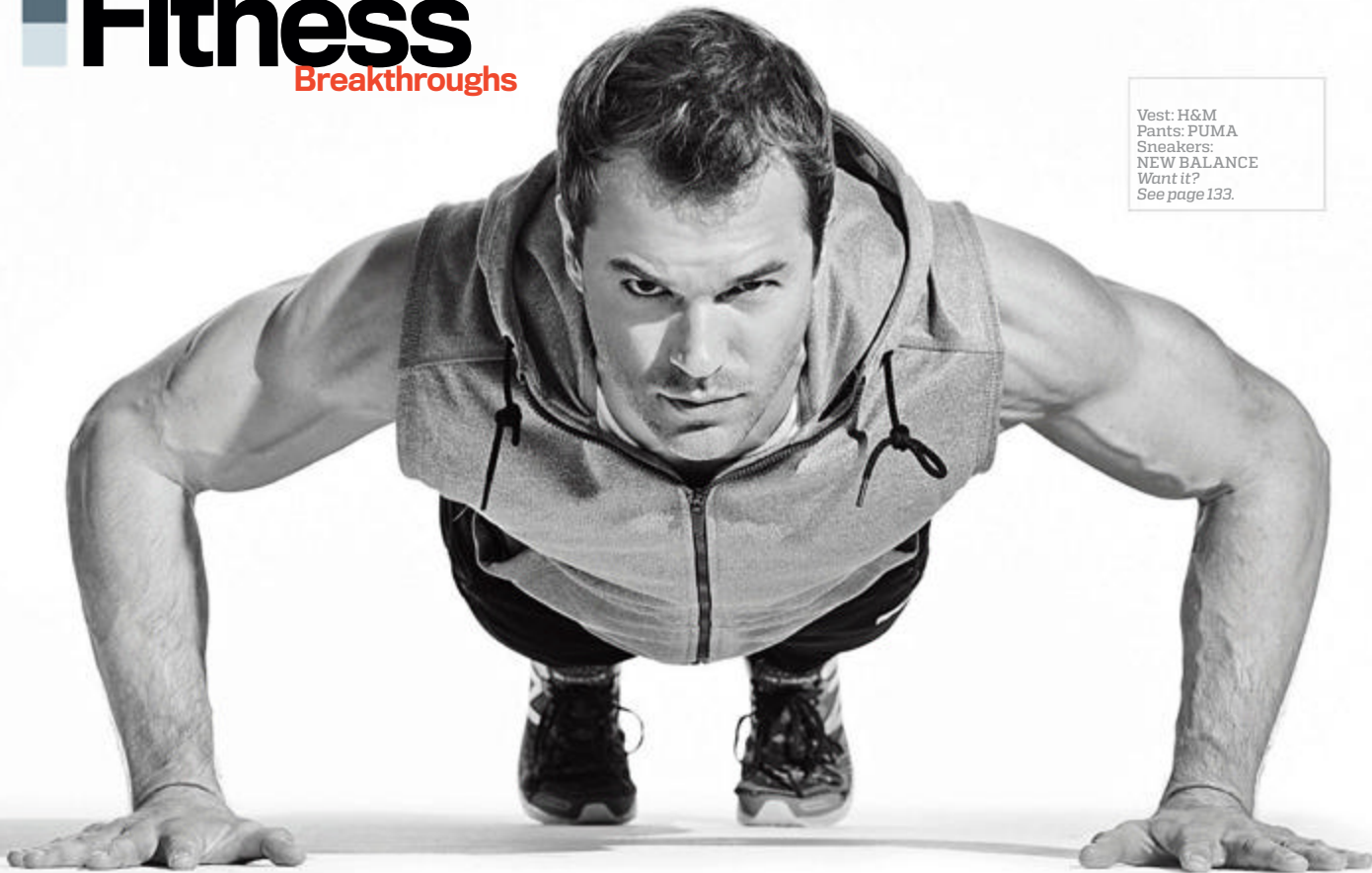
The miracle of the 12-hour fast

Going at least 12 hours without eating has pretty amazing weight-loss benefits, a new Salk Institute study has found. ¶ Groups of mice on various diets (normal food or food high in sugar/fat) were either allowed to eat around the clock or forced to fast 12 hours a night. ¶ Result: Mice that fasted at least 12 hours gained less weight overall than mice that were fed *the same type and amount of food* but had the run of the feed trough all 24 hours. Even when

the fasters got free “weekend passes” to gorge anytime, in the end they still put on fewer pounds (OK, grams) than the nonstop nibblers. And when non-fasting obese mice were put on the 12-hour fast, they dropped 5% of their body weight—though they were eating the same calories! ¶ The researchers, who hope to conduct human trials soon, theorize that overnight fasting makes the body switch from burning food to burning fat. ¶ Intermittent-fasting expert Mark Mattson, Ph.D., of Johns Hopkins U., even advises limiting food intake to an eight-hour window, to give your body a full 16 hours to act as a fat-burning furnace. Sure, a 9 a.m. breakfast and 5 p.m. dinner may not be an easy lifestyle to follow—but oh, those early bird specials! —KIT FOX

Food styling by Brian Preston-Campbell

Vest: H&M
Pants: PUMA
Sneakers:
NEW BALANCE
Want it?
See page 133.



Body slam!

Body-weight training is 2015's top fitness trend, beating out last year's No. 1, high-intensity interval training (HIIT), reports the American College of Sports Medicine. ¶ Body-weight training—using your own weight for resistance, as opposed to free weights or machines—is great for building muscle on the cheap (one reason it gained popularity in the recent recession, says study head Walter Thompson, Ph.D.); if you lack equipment (like when you're traveling); or when you just want to avoid the gym's grunting masses. ¶ The benefits are myriad: Body-weight moves are easier on joints than heavy weight training and call in more work from your core. They can also be modified to suit your fitness level—e.g., if regular pushups are a challenge, do them with your hands on a bench to reduce the weight you have to lift. ¶ There are caveats, though. Strict body-weight

training is predicated on how much you weigh, so if you're not yet strong enough to lift your entire weight—or can but need more resistance—invest in a suspension trainer to give you wider options. Also, without weights it's harder to isolate muscles/muscle groups for max growth. ¶ The positive side of that, however, is more muscle worked in less time.

The Great No-gear Workout

■ Our top five body-weight moves for getting buff in the rough. For tips, go to mensfitness.com/bw.

- 1) Pushup
- 2) Blurpee (a burpee with a wider stance)
- 3) Bulgarian Split Squat
- 4) Single-leg Glute Bridge
- 5) Rotating Plank

POSITIVE CUES HELP YOU EXERCISE LONGER

■ "Seeing" upbeat subliminal messages during exercise can improve your performance and make your

workout feel easier, *Frontiers in Human Neuroscience* reports.

Study participants rode stationary bikes equipped with screens on which either smiley faces and encouraging words ("go," "energy") or sad faces and inac-

tive words ("stop," "tired"), were projected for less than 0.02 seconds, hidden by other visuals so they wouldn't be consciously recognized. Subjects shown positive cues were able to exercise significantly longer than those shown negative cues.

Based on the results, the study's authors predict that wearable screens could help tweak your mind's perception of how much effort your body's using—meaning, someday smart glasses may have better things to do than incognito Web browsing during staff meetings. Google Glass spin class, anybody?

In the meantime, try this: Work out with a friend or partner who's big on giving positive feedback—a recent *Journal of Sports Sciences* study showed it goes a long way toward boosting endurance. —KIT FOX

Roll it! (Before and after your workout)



■ Rolling a foam roller back and forth on the floor under your hamstring for a few minutes pre- and post-workout can make you stronger and better able to build muscle, a new study has found. Foam rolling boosts hip-flexor range of motion and flexibility, and more flexibility allows for more range of motion, activating more muscle. "It's a great substitute for a quick warmup," as it loosens up muscle fiber and acts as a massage, says study head Andrew Mohr.

SOURCE: JOUR. OF SPORT REHAB.

Styling by Shandi Alexander; Grooming by Megan Lanoux/Exclusive Artists using Baxter of CA; Roller: John Lawton

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Living proof!

You probably think you know all you need to about the “usual suspects” of the nutrition world—like leafy greens, olive oil, omega-3s—and how they can help you live a long, healthy life. But here’s even more new evidence for (and, in one instance, against) some familiar foodie players. —HOLLIS TEMPLETON



OMEGA-3S CAN FIGHT HEART DISEASE—NO MATTER WHERE THEY COME FROM

■ When scientists tell us omega-3 fatty acids boost heart health, they’re usually referring to two compounds commonly found in fish: EPA and DHA.

But a new study suggests that a plant-based omega-3 called alpha-linolenic acid (ALA), which is found in flaxseed, flax oil, vegetable oils, and some

nuts, is probably just as effective at preventing cardiovascular disease as its fishy counterparts.

To protect your ticker, aim for 2 to 3 grams of ALA (about 1 oz walnuts, 1 tbsp ground flaxseeds, or 2 tbsp soybean oil) daily. SOURCE: PENN STATE U.

THE MED DIET WILL HELP YOU LIVE LONGER

■ It’s been drilled into us that a diet low in meat and dairy and rich in vegs, fruits, whole grains, olive oil—and yes, the occasional glass of red wine—protects against

Turn a new leaf. The nitrates in leafy greens do wonders for your heart.

heart disease and diabetes. Now, research also shows that if you eat a Mediterranean diet, your DNA will have longer telomeres, the structures at the end of chromosomes that denote life expectancy. Longer telomeres, longer life—go Med diet. SOURCE: BMJ

Leafy greens really can stop strokes

■ One more reason to suck it up and eat a salad: It could help you avoid a heart attack or stroke.

¶ Rats that were given nitrates, compounds found in Swiss chard, spinach, kale, carrots, green beans, beets, cabbage, radishes, lettuce, and celery, in their drinking water had fewer oxygen-carrying red blood cells than a control group—good news, since a red-blood-cell buildup can trigger clots and lead to heart attacks and strokes. ¶ And no need to go crazy with it: “Rats received the nitrate equivalent of just a plate of spinach a day,” says study co-author Andrew Murray, Ph.D. SOURCE: FASEB JOURNAL

Not so sweet: High-fructose corn syrup actually makes you hungry

■ Obesity, heart disease, and diabetes top the list of consequences of downing too much added sugar. Now we can add increased hunger to that list.

Fructose—which is found in fruit but is also added to packaged foods as “high-fructose corn syrup”—more intensely lights up areas of the brain linked to hunger and reward than the glucose that comes from complex carbs like whole grains, beans, and starchy vegetables, a USC study has found.

Some U.K. researchers are even convinced that added sugar plays a

bigger role in upping blood pressure—a key contributor to heart disease—than excess salt. (Other scientists believe excess sodium and sugar deserve equal scrutiny, so the matter’s not settled yet.)

Either way, high-fructose corn syrup is still one to avoid, so consider taking store-bought baked goods, sweetened bottled drinks, cereal bars, salad dressings, canned fruit, and sauces (e.g., barbecue sauce) off your kitchen playlist.

Tip: 12 scientists have created a site to teach the public about added sugar’s health impacts. Visit sugarscience.org.



Watch your figure.

49 PISTACHIOS

- 160 calories
- 6 grams protein
- 3 grams fiber



Watch your backside.

13 FLAVORED TORTILLA CHIPS

- 160 calories
- 2 grams protein
- 1 gram fiber

Let's do some snackin' math. For the same calories, you get a lot more pistachios than flavored tortilla chips. Plus, pistachios are a good source of protein and fiber, and heart-friendly. And, a recent Harvard study suggests eating nuts seven times a week or more is as healthy as it is smart. So next time you grab a snack, use your brains. Your backside will thank you for it.

Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, such as pistachios, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. See nutrition information for fat content. ©2014 Paramount Farms International LLC. All Rights Reserved. WONDERFUL, GET CRACKIN', the Package Design and accompanying logos are registered trademarks of Paramount Farms International LLC. WP12088



Get Crackin'

POWER YOUR WORKOUT

MEN'S FITNESS and *Energizer. EcoAdvanced™* – an innovator in power and long lasting energy – teamed up to bring you ways to power your workout routine. Be bold and head outdoors to save energy, and follow the expert tips below to take your exercise routine from basic, to electrifying:

ENERGIZE IT:

Get outside! If you're planning on going for a run, jog right passed the treadmill and into the great outdoors.



ENERGIZE IT:

Don't get monotonous with your classic "pick heavy stuff up and put it down again" workout. Try out a new fitness class that sparks your interest!



POSITIVE ENERGY TIP #2:

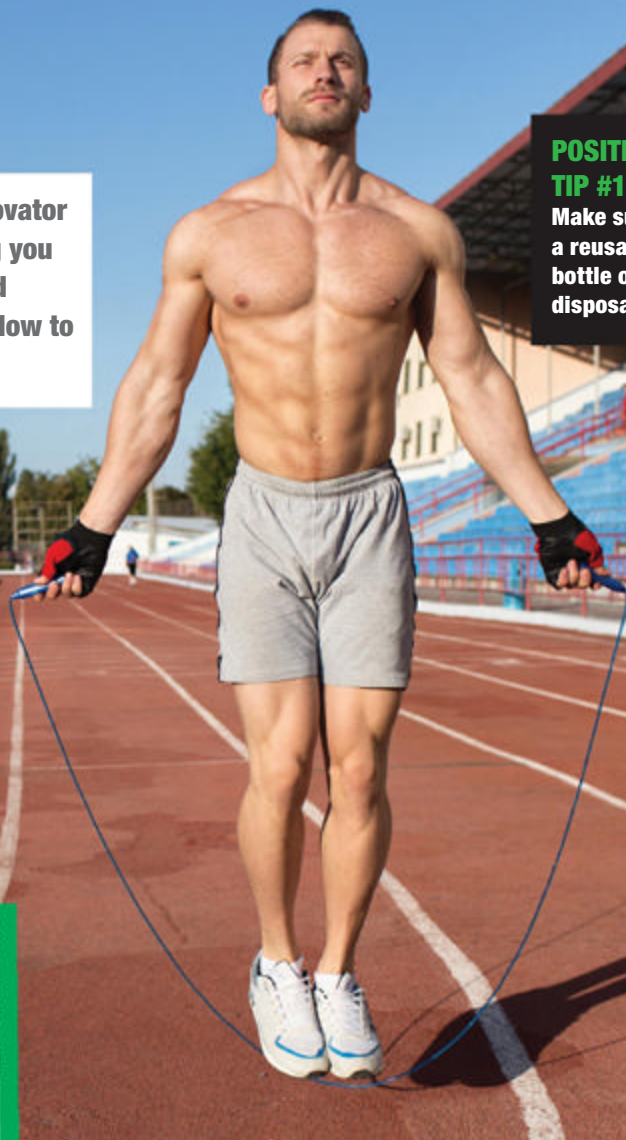
Forget going to the gym after work, get up early and hit the weights before the sun rises. An early workout will boost your metabolism and energize you throughout the day.

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POSITIVE ENERGY TIP #1:

Make sure to pack a reusable water bottle or recycle your disposable one



ENERGIZE IT:

Grab a pair of kettlebells – these small pieces of equipment can power an entire workout.



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Sex a-peel? CDC recommends circumcision to fight STDs

*Any way you slice it.
The CDC's advice on
adult circumcision
is still controversial.*

The Centers for Disease Control (CDC) recently proposed advising circumcision for adult men because, they report, it can reduce HIV transmission up to 60%, HPV up to 30%, and genital herpes up to 45%. (The foreskin provides a better environment for pathogens to flourish, increasing the chance of transmission.) ¶ Since the new CDC proposal, which asks doctors to discuss the procedure with their uncircumcised patients, was submitted for a “public comment” period, it’s received a largely negative response. The main argument? A condom provides better protection. Even the CDC’s own fact sheet on condoms states: “Laboratory studies [show] that latex condoms provide an essentially impermeable barrier to particles the size of STD pathogens.” ¶ Bottom line, gentlemen, you can keep or remove that skin glove, but the latex one should always stay on. —KIT FOX

SMOKE A CIG, LOSE A CHROMOSOME

■ Every time you take a long draw on that cigarette, you lose a small piece of your manhood, according to a new study that links smoking with a loss in Y chromosomes in your blood cells. While men and women both carry X chromosomes, only males carry the Y chromosome, the biological marker

that determines sex.

Why should you care? Because researchers also believe this cell mutation caused by the loss of the chromosome may make it harder for the body to fight off disease—a possible reason cancer rates are higher in men.

The good news: The study found that cells start repairing the Y chromosome damage as soon as you quit tobacco.

Source: Science

EYE-OPENER TAKE THIS NEWS WITH SOME WATER

■ A CDC survey found that, while 34% of 65,000 men said they’d binged (5+ drinks in a night) in the past month, only 5% of those would be deemed “alcohol dependent.” But over-boozing can still hurt your gut (and make you fat), so swig H₂O between drinks to help you slow down.

Tip Sheet: An adult-circumcision primer

■ When men choose circumcision later in life, it’s rarely for health reasons, says Jean-Francois Eid, M.D., a renowned urologist who performs the procedure. “They just feel the penis will look nicer circumcised.” (Most U.S. men—65%—get the clip job done shortly after birth.)

If you’re considering the procedure, there are a few things you might want to keep in mind. First, while the operation’s relatively painless (even during recovery) and lasts just a couple hours, the decision on how much skin to remove is “a bit of a guessing game,” says Eid; the same applies to infant circumcision. For adults, the only way to tell is to medically induce an erection (we’ll spare you the medical details).

But more worrying, a loss in sexual sensitivity is a real possibility, says Eid, as removing the foreskin exposes the sensitive skin on the penis gland, which then rubs against underwear and pants, thickening the skin.

Food styling by Jamie Kim



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Head-butt bad thoughts with a few minutes of chilling out

■ Spending just moments focusing on present thoughts, emotions, and sensations doesn't only calm the brain and soothe the spirit, it can actually short-circuit racial bias and fight drug dependency. ¶ In one new study on mindfulness, a practice that became popular in the late '70s, subjects who spent 10 minutes listening to a "mindful" meditation before viewing pictures of black and white faces exhibited far fewer automatic negative associations—i.e., less prejudice—than a group who hadn't meditated, Central Michigan U. reported. ¶ In a second study, at the U. of Utah College of Social Work, drug addicts who learned a "mindful savoring" practice—focusing on a pleasant experience, like being in nature or with a loved one, and the textures, smells, and colors related to it—showed more excitement in the pleasure centers of their brains, which lowered their craving for drugs, says study author Eric Garland, Ph.D. ¶ Of course, you don't have to be a racist or opiate fiend to experience the benefits of mindfulness. Instead of going through your day on autopilot, take a few minutes to calmly zero in on the details of your surroundings, or channel a pleasant memory. For some terrific short guided meditations, visit UCLA's Mindful Awareness Research Center site at marc.ucla.edu/body.cfm.

SPEED READ

Left-handers earn 10–12% less than righties, a data analysis by Harvard economist Joshua Goodman has found—possibly, he says, because being left-handed can create learning difficulties. "It never hurt me," said Michelangelo, Henry Ford, Babe Ruth, Barack Obama, and Robert De Niro,



QUICK
MEDITATION
CAN EXCITE
YOUR BRAIN
AND IMPROVE
YOUR
JUDGMENT.



PERK UP! COFFEE CAN CUT YOUR RISK OF DEMENTIA

■ If your day runs on Dunkin', you may be cutting your chance of developing Alzheimer's disease by about 20%.

Both caffeine and polyphenols, compounds found in high quantities in coffee, have a protective effect on the brain, according to a new report presented at the Alzheimer Europe Annual Congress.

Polyphenols fight inflammation and the deterioration of brain cells, and caffeine prevents amyloid plaques and neurofibrillary tangles—both of which are strongly linked to the development of Alzheimer's

disease—from forming in the brain.

But to be safe, stick to no more than three daily java hits: Other recent studies have found that drinking four or more cups a day could decrease bone density; increase indigestion, palpitations, tremors, headaches, and insomnia; and even raise your risk of death slightly if you're under 55.

Drink responsibly!

MIGHTY (SMART) MOUSE SAVES THE DAY?

■ If you're prone to nightmares, try not to dwell on this: There's a lab full of mice at New York's U. of Rochester Medical Center that have been genetically engineered to

have human brain cells that make them demonstrably smarter than other lab mice—or any other lab animals, for that matter.

Researchers who conducted the study, published in *The Journal of Neuroscience*, hope these humanized mice will give them better insight into human diseases like cancer, heart disease, and Alzheimer's.

But putting human cells into animal brains is challenging ethical standards, forcing scientists and ethicists to ask if the rights of these "uplifted animals" need to be clarified, says Jamais Cascio, of the Institute for Ethics and Emerging Technologies.

Stay tuned.

De Niro: Sunset Boulevard/Corbis



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4



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skechersGORun.com



Hotshot.
Don't hesitate
to stand out—no
guts, no glory.



Signal minded

Jacket:
LONDON FOG
Want it?
See page 133.

Electrify your spring look with a bold stroke of "signal orange," the season's most attention-grabbing color

WHERE IT'S BEING SEEN: Damn near everywhere. Very rarely does a trend hit in all categories, but across the board, pretty much anything you can wear—jacket, tie, sweater, sneakers—looks good in signal orange.

WHY IT'S SO HOT: Signal orange is an attention-getter (hence the name), but one that isn't too extreme.

HOW TO WEAR IT: A bright color like signal orange pairs perfectly with more subdued hues, especially navy. Try it in a jacket, a shirt paired with jeans, or a tie with a dress shirt and sports jacket.

WHAT TO REMEMBER: Only one rule: Stick to one orange piece at a time. When you step toward the edge, a little goes a long way—that's when it's most effective.



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Game Changers

Dapper trackers

The latest fitness monitors are as stylish as they are useful BY BEN RADDING

Seize the data. The Withings Activité fitness tracker records activity metrics and uses a standard coin-cell watch battery that can last a full year.

1

Withings Activité fitness tracker

When fitness tracker manufacturers try to cram too many features into a device, the final product can end up a complicated, cumbersome mess. Fortunately, the makers of the Withings Activité were smarter than that.

This sleek smartwatch sports a Swiss-made dial and stainless-steel case. But while the Activité's styling is classic, its functionality is state of the art. Syncing with Withings' easy-to-use Health Mate smartphone app via Bluetooth, the Activité keeps track of your movement and records metrics for activities like running and even swimming. It monitors sleep quality, too, and features a vibrating alarm that can be used either to gently wake you up or to notify you when you've hit a predetermined fitness goal, your progress toward which is displayed on the meter on the watch's face.

And while most smartwatches have to be charged once a day, the Activité uses a standard coin-cell watch battery you won't have to replace for eight to 12 months.

\$450, withings.com

Dapper trackers



2

Hexoskin Starter Kit

■ The Hexoskin Smart Shirt is the most sophisticated fitness tracker there is, and a favorite among elite sports teams like the Brooklyn Nets.

Since it covers your entire torso, there's an array of built-in tracking capabilities you simply won't find in a standard tracker that's stuck to your wrist and can't tell the difference between a biceps curl and a sip of beer, including fitness level indicators such as VO2 max, resting heart rate, and recovery capacity along with breathing rate and volume, heart rate, heart rate variability—the variation of heart rate upon time and frequency level—and intensity level.

The shirt requires a dongle that you charge every so often between workouts. Once you've plugged it into the shirt (the battery can safely sit in your pocket), you're ready to go. Then, at the end of (or even during) your workout, pull up the accompanying smartphone app to see all your metrics in one place.

\$400, hexoskin.com

**Hear the beat.**

The SMS Audio BioSport earbuds have a built-in optical sensor that continually monitors your heart rate.

4

SMS Audio BioSport earbuds

■ There's an undeniable convenience to having your fitness tracker and your workout tunes all in one place.

With the help of Intel's biometric tracking technology, SMS Audio's BioSport earbuds track key metrics and then sync automatically with your smartphone as you run, cycle, or lift weights, tracking data like heart rate (through your frickin' ears!), pace, distance, elevation, and calories burned.

The thick rubber buds fit snugly and stay in place through vigorous workouts, while the tangle-free flat cable gives you enough slack to move around uninhibitedly (Bluetooth buds can't yet deliver the same audio quality as a hard connection).

\$150, smsaudio.com

3

Epson Pulsense PS-500 watch

■ You won't find a barometer more indicative of workout intensity—or conducive to fat loss—than your heart. That's why we're thankful for this slick new ticker tracker from Epson that looks like it was stolen from the set of *Star Trek*.

Without the need for an irritating chest strap, the PS-500 features continuous heart-rate monitoring (that is, until the 36-hour battery runs out) via a sensor that

uses light reflected off of red blood cells. As a result, the PS-500 can monitor your workout intensity and then guide you toward the optimal training zone for burning off extra pounds.

And for a quick glance on how you're performing, the blue and red LED lights below the watch's main display provide useful real-time information such as if you're below your fat-burning zone and need to work harder (one light) or if you're right in the middle of it (three lights)

\$200, epson.com



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Wild success

It's what pro rally driver Ken Block does in the gym—not just in the car—that makes him a winner both on the track and off **By Dean Stattmann**



his latest display of automotive badassery, pro rally driver Ken Block—one of just four Americans ever to score points in the World Rally Championship race series—can be seen thrashing a custom 845-horsepower Mustang around the streets of

downtown L.A., pulling doughnuts around cop cars and performing burnouts just feet above the iconic Hollywood sign as a helicopter films overhead. "That area up there is actually controlled by Homeland Security," says Block. "They said, 'We can tell you not to do something once. If we have to tell you something twice, we can shoot you.'" ¶ The video, *Gymkhana Seven*, is the latest installment in the wildly viral video series (200 million-plus YouTube views) created by and starring Block, the co-founder of megabrand DC Shoes. The clip, geared to promote his latest venture, Hoonigan (for "a person who operates a motor vehicle in an aggressive and unorthodox manner" his site says), a motorsports lifestyle brand, features the kind of brazen but entertaining antics that have made Block, 47, successful both on the track and in business. ¶ On a recent trip to New York, he revealed to us the method in his madness.

Jacket: BELSTAFF
Shirt: HOONIGAN
Want it?
See page 133.

You only started racing cars at age 38. How did you progress so quickly?

A lot of people look at car racing and go, "Oh, you just have an engine and it goes fast." Yeah—but so does everybody else on the track; we're all in roughly the same equipment. What it's really about is who can set the car up

the best and identify where to be fast or slow on the track to get the fastest lap time. It's a combination of training and the level of experience you need to be at the top. Plus, I really enjoy that pressure of trying to be a perfectionist.

We've heard your gym workouts involve doing math.

A lot of what you do in the car is physical, to get the car around the track. But you're also constantly identifying obstacles—other drivers around you, or track conditions; even the car itself changes throughout a race as the tires or brakes heat up. You have to adapt to those situations, so being able to do mental and physical things at the same time is very

important.

In the gym, I'll do something like standing on a balance board and doing one exercise, like a biceps curl, with one hand and a different exercise with the other; then my trainer will give me an addition or subtraction problem—say, 100 minus 29, something that's not too easy or difficult—to do at the same time I'm doing those basic physical exercises.

I don't need big muscles to go fast; I need mental and physical quickness, and reaction and sensitivity to what the car's doing, so this helps gain that.

You've added kickboxing to your training. How has that helped you?

It's become more important to me over time. It really is amazing—it's quick, good cardio, and it utilizes the entire body because you're using your legs and your arms and everything in between to do these very physical actions, and to try and do them as fast as possible. You don't want to be a slow kickboxer.

What would you say has been the key to your success in the business world?

The brands I do come from my heart. I made skateboard shoes because I was a skateboarder. And now we have Hoonigan, a motorsports lifestyle brand. The stuff I do isn't really a "job" for me, because it's my life. That's something I see in a lot of successful people, from creative directors I've worked with to friends like Pete Fox at Fox clothing: It's their life, so it's easy to live it every day.

Styling by Shandi Alexander. Grooming by Mary Guthrie/ABT.com using Oribe and MAC Mineralized Foundation



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**WHEN IT COMES
TO CLEAN
THERE'S
ONLY ONE
*Mr.***

The “no squat” solution

The barbell back squat may be a legendary exercise—but if you can’t do it properly, single-leg training can serve you just as well
By Sean Hyson, C.S.C.S.

■ In lifting circles, the barbell back squat has always been considered the king of exercises. But what if—either due to injury or an inability to get the form right—you can’t squat? Turns out, training one leg at a time can be just as effective and provide an alternate path to stronger, more athletic legs. Just last year, a study in the *International Journal of Exercise Science* compared muscle activity in the back squat, split squat (both legs on the floor and a split stance), and Bulgarian split squat (rear foot elevated). There was no significant difference in the amount of muscle activated by the three exercises, except that the Bulgarian split squat worked more of the hamstrings—meaning, Bulgarian split squats can be a useful alternative to barbell squatting.

WHEN SQUATTING SUCKS

■ The classic back squat is, admittedly, tough to beat as an overall muscle and strength builder. It targets the quads, glutes, hamstrings, and lower back but also requires work

from the core, upper back, and shoulders to stabilize the bar. Because it’s designed to let you lift heavy loads, it encourages bone growth and the release of muscle-supporting hormones such as testosterone and growth hormone.

The trouble is, most

people simply can’t execute it properly.

“A well-performed back squat in a commercial gym is like the Sasquatch,” says Ben Bruno, a Los Angeles trainer to celebrities and athletes. “Everybody talks about it, but nobody sees it.” Most

**BULGARIAN
SPLIT SQUATS
CAN SUB FOR
A BARBELL
SQUAT—AND
MAY EVEN
WORK BETTER.**



Styling by Shandi Alexander. Grooming by Megan Lanoux using Baxter of CA

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Want it?
See page 133

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Si usted desea obtener una copia de la noticia completa en español, visite el sitio www.KirinBeerSettlement.com.

WHAT IS THIS LAWSUIT ABOUT? In this action, Plaintiffs have alleged that Anheuser-Busch Companies, LLC ("A-B") misrepresented to consumers that Kirin Ichiban ("Kirin") and Kirin Light ("Kirin Light") beers are brewed in and imported from Japan. Plaintiffs alleged that these beers are in fact domestically brewed but priced as premium imported beer. Defendant denies Plaintiffs' claims and charges, denies that it has violated any laws, and believes that its labeling, packaging, and marketing of Kirin and Kirin Light have always been truthful and not deceptive. Your rights may be affected by this class action lawsuit entitled *Gustavo E. Oliva et al. v. Anheuser-Busch Companies, LLC*, Case No. 13-033620 CA 01, presently pending in the Miami-Dade County Circuit Court in Miami, Florida. The Court has preliminarily approved a settlement agreement (the "Settlement Agreement") that provides for settlement of this lawsuit with Defendant A-B, and has scheduled a hearing on the fairness, adequacy, and reasonableness of the proposed settlement.

WHO IS IN THE SETTLEMENT CLASS? All persons who, from October 25, 2009 to December 17, 2014, purchased bottles and/or cans of Kirin and/or Kirin Light beers in the United States for personal use and not for resale.

WHAT ARE THE PROPOSED SETTLEMENT TERMS? Class Members who complete and return a valid Claim Form will be entitled to a cash payment of up to \$50 per household. Claim forms are available by going to www.KirinBeerSettlement.com, or by calling (877) 695-7405. Further, Defendant has agreed to include the phrase "Brewed Under Kirin's Strict Supervision by Anheuser-Busch in Los Angeles, CA and Williamsburg, VA" on the Kirin website and on all Kirin and Kirin Light bottles, cans, and consumer-facing packages for all Kirin and Kirin Light that it produces and sells in the United States. For more information on the settlement, including its terms and benefits, please go to the settlement website, www.KirinBeerSettlement.com or call (877) 695-7405.

WHAT IS THE SETTLEMENT APPROVAL PROCEDURE? The Court has scheduled a fairness hearing for April 17, 2015 at 10:30 a.m., in Courtroom 10-1 of the Dade County Courthouse, 73 West Flagler Street, Miami, Florida 33130. At the fairness hearing, the Court will: (a) consider whether the proposed settlement is fair, adequate, and reasonable; and (b) decide Class Counsel's request for fees and costs, as well as Class Representative awards. Although you may attend this hearing in person or through your own attorney, you are not required to do so. If you are a member of the Settlement Class, and choose to remain in the Class, you need not take any action, but must file a Claim Form to receive any of the cash benefits. If you wish to exclude yourself from the settlement (for purposes of damages claims only), you may opt out by submitting an opt out request in writing, postmarked by **March 27, 2015**, to the Oliva v. Anheuser-Busch Claims Administrator, PO Box 43337, Providence, RI 02940-3337. If you choose to remain in the Settlement Class and you wish to comment in opposition to the proposed settlement, an objection in appropriate form must be filed with the Clerk of Court, Eleventh Judicial Circuit Court 73 W. Flagler Street, Suite 242 Miami, Florida 33130, on or before March 27, 2015 and served upon both of the following: (1) Class Counsel, Thomas A. Tucker Ronzetti, Kozyak Tropin & Throckmorton, LLP, 2525 Ponce de Leon Blvd., 9th Floor, Coral Gables, Florida 33134 and (2) A-B's Counsel, Stanley H. Wakshlag, KENNY NACHWALTER, P.A., 201 South Biscayne Boulevard, Suite 1100, Miami, Florida 33131-4327. Further instructions on objection and opt out procedures may be obtained by visiting the settlement website or calling (877) 695-7405.

HOW CAN I OBTAIN ADDITIONAL INFORMATION ABOUT THE PROPOSED SETTLEMENT? You may obtain a copy of the Settlement Agreement and the settlement approval motions and orders by going to www.KirinBeerSettlement.com or calling (877) 695-7405. All questions you may have concerning the Settlement Agreement or this Notice should be directed to Class Counsel. Please DO NOT contact the Court.

● Game Changers

Train safe

lifters don't have the hip mobility to squat without their tailbone tucking under, which puts the lower back at risk for injury. They'll also fall forward on the descent, or fail to push their hips back far enough, so their knees travel well in front of their toes, which can cause knee injury. Despite these problems, most trainers still push back squats on their clients.

"Strength and conditioning pros abide by, 'This is how we've always done it, so you have to do it this way,'" says Bruno, who offers a dissenting opinion. He never has clients perform back squats, opting instead to form the bulk of their lower-body training with front squats, trap-bar deadlifts, Roma-

nian deadlifts, and various single-leg exercises.

A LEG TO STAND ON

■ Working one leg at a time, as with the split squat, the lunge, or stepup exercises, is generally considered an adjunct to barbell-squat training, never the core of the leg workout itself.

It's time to change that. Single-leg exercises offer similar benefits to traditional squatting, yet reduce the risk for injury. "They allow you to get a training effect for your legs with much less load," Bruno says. "If you can back squat 225 pounds for five, but do Bulgarian split squats (take a staggered stance and raise your back foot on a bench) with 75-pound dumbbells,

which is 150 pounds total, your legs will get a lot more load without subjecting your spine to 225 pounds." You can put more than 100 pounds directly on one leg (studies show the back leg takes up about 15% of the load)—which is more than the back squat can load on each leg, given how the weight is distributed (your back and shoulders take on much of the burden). In other words, split squatting offers a more direct leg hit.

It's also easier to keep your shins vertical (so the knee doesn't move past the toe) when performing a squat on one leg, so you avoid putting shear forces on the patella. "A lot of knee pain is caused by weak glutes," Bruno says, "and single-leg

exercises force you to stabilize in three planes of movement, which works the glutes hard."

Finally, because single-leg training must be done lighter, it doesn't cause the same nervous-system fatigue that heavy squats or deadlifts do, so it can be done three or four times a week without fear of overtraining, Bruno says. For instance, you could do Bulgarian split squats on Monday, lunges on Wednesday, and stepups Friday. More frequent training means more stimulus for growth.

Interestingly, the same doesn't go for training one arm at a time, Bruno says. "There's no less load on your joints when doing single-arm presses instead of double-arm."

HARD FACTS

OUR TRAINING DIRECTOR, SEAN HYSON, SOLVES YOUR WORKOUT CONUNDRUMS

"SHOULD I BE USING A LIFTING BELT OR STRAPS? SOME PEOPLE CALL THAT CHEATING."

LAWRENCE J., PARIS, TX

■ Hold off on the use of a belt until you really need it—when you're working with weights so heavy they allow you only five reps or fewer. Relying on a belt every workout won't allow your core to strengthen optimally, and that will slow your overall gains. The use of straps has the same effect on grip strength and won't let you get the big, meaty forearms you heavily want.

As to whether these accessories are "cheating," that's really in the eye of the beholder. Belts are allowed in lifting competitions, but straps aren't. Using a belt will allow you to lift slightly heavier, but not using one could put you at



Below the belt? Using gear has its pros and cons.

risk for injury should anything go wrong during a heavy set. Straps aren't really cheating if you use them on a rowing exercise and your goal is to keep your grip strength from limiting the reps you do.

In short, be judicious about your use of accessories and know why you're

using them. Don't use them just to save your ego and add a few more pounds to the bar. That's just cheating yourself.

Sean Hyson, C.S.C.S., is the Men's Fitness training director and author of 101 Best Workouts of All Time, available at 101bestworkouts.com.

Hyson: Jimmy Fontaine

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Master the craft of preparing a complete, healthy meal in one single skillet By Hollis Templeton

The art of the one-pan meal

"A cast-iron skillet can be a slow cooker, frying pan, high-heat searer, roaster, and braiser," says NYC chef Michael Ferraro.

YOU PROBABLY THINK your "frying" pan is bad for you—the thing's a bacon cooker and burger griddle, after all. But some of the nation's best chefs will tell you that a skillet is the single best tool in your kitchen and truly the only one you need to make a healthy and delicious meal from start to finish.

¶ We know—you're too busy to cook at home. But stick with us here. A one-pan meal can be an easy and healthy alternative to microwaving a frozen dinner or ordering takeout. ¶ "The one-pan concept really keeps clutter down and facilitates a quick cleanup," says Carla Snyder, author of *One Pan, Two Plates*. Cooking a one-pan meal "generally means protein into the pan, protein out of the pan, veggies in, then protein back in, along with any sauce, broth, wine, or flavor enhancers. Ten minutes later, dinner is served." And it'll taste great, too: "You've captured the flavors from all the components of the meal in one pan, so they mingle," Snyder says. ¶ To take advantage of one-pan cooking, all you really need is a heavy 12-inch skillet, preferably a nice, old cast-iron one. (See "The Best Cast-Iron Skillets," next page.) ¶ Shrimp creole and kale pizza, here you come!





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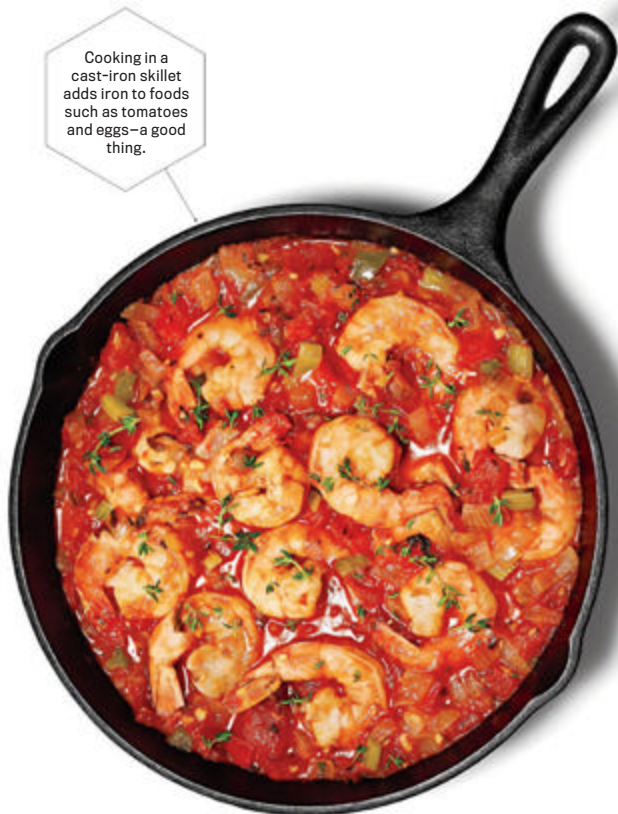
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Cooking in a cast-iron skillet adds iron to foods such as tomatoes and eggs—a good thing.



One-Pan Wonders

What's better than cooking an entire healthy meal in one pan? Having to *clean* just one pan (and maybe a bowl, if you want to get technical about it). Try your hand at meal-in-a-pan cooking with this high-protein, spicy New Orleans specialty from Ellen Brown, author of *The New Cast Iron Skillet Cookbook*. Don't let the seeming abundance of ingredients throw you—it's fast, easy, and delicious.

Be a Real "Iron" Chef

To create the best one-pan meals (or excel at pretty much anything else you'll ever do in the kitchen), invest in a new—or, better yet, vintage—cast-iron skillet.

When it comes to choosing a skillet, the pros have a hands-down preference: heavy-duty, hard-to-burn-in, last-a-lifetime cast iron. It requires extra care, but trust us, it's worth it.

Says Michael Ferraro, chef and partner at upscale NYC eatery Delicatessen, "The cast-iron pan is designed for multiple cooking techniques. It can be used as a slow cooker, frying pan, high-heat searer, roaster, and braiser." Not to mention baking dish, pizza stone, wok, paella pan, and oven-to-table serving platter.

Beyond its versatility, cast iron also lowers the odds you'll end up burning what you cook. "Cast iron creates more even heat throughout the pan," so you avoid hot spots, says Victor Scargle, executive chef at Lucy Restaurant & Bar in Yountville, CA. Plus, the porous surface soaks up flavor, so your meals taste better with time.

And as for that whole nonstick thing, once your cast iron is seasoned properly (for details, see mensfitness.com/castiron), you'll be sliding eggs off that baby without a care.

Shrimp Creole

SERVES: 4-6

INGREDIENTS

- 1½ lbs extra-jumbo raw shrimp
- 1 cup seafood stock
- 2 tbsp olive oil
- 1 medium onion, chopped
- 2 celery ribs, chopped
- 3 garlic cloves, minced
- ½ green bell pepper, chopped
- ½ red bell pepper, chopped
- 3 tbsp fresh parsley, chopped
- 1 tbsp fresh oregano, chopped
- 1½ tsp fresh thyme, chopped
- 1 tbsp all-purpose flour
- 1 bay leaf
- ½ cup dry white wine
- 1 14.5-oz can diced tomatoes in juice
- 1 8-oz can tomato sauce
- Salt and ground black pepper, to taste
- ½ tsp hot red pepper sauce

DIRECTIONS

- 1) Peel and devein shrimp. Combine shells and stock in skillet and bring to a boil over high heat. Reduce heat to medium-high and simmer for 10 minutes, or until reduced by half. Strain stock through a sieve set over a bowl.
- 2) Return skillet to medium-high heat. Add oil. Add onion, celery, garlic, and peppers and cook for 3 minutes. Add parsley, oregano, and thyme and cook for 1 minute. Reduce heat to low, stir in flour, and cook for 1½ minutes.
- 3) Add stock, bay leaf, wine, tomatoes, and tomato sauce and bring to a boil over medium-high heat. Reduce heat to low; simmer for 5 minutes. Add shrimp, cover, and cook over medium heat for 2-4 minutes.
- 4) Transfer shrimp to a bowl. Increase heat to medium-high and cook until reduced by a third. Remove bay leaf. Season sauce with salt, pepper, and hot sauce. Reheat shrimp in reduced sauce and serve.



For more recipes—including kale pizza—go to mensfitness.com/castiron.

BON PANS THE BEST CAST-IRON SKILLETS



THE CLASSIC

Vintage Griswold No. 8 Skillet

Cast iron gets better with age, so opt for one with "experience," so to speak. "My pick: the oldest pan possible," says Robbie Wilson, chef/partner at Mattel's Tavern in Los Olivos, CA. "Look for one at a yard sale or online, or bribe the oldest woman on your block." Griswold, U.S.—made from 1865 to 1957, is the gold standard. From \$25, depending on condition.



THE ANTIQUE-MODERN

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THE INTERNATIONAL

Le Creuset Signature Burgundy Skillet

Skip the serving dish—this 17-inch French-made, wine-hued skillet deserves a spot on the table. It's enamel coated, so it doesn't require seasoning, and it becomes increasingly nonstick with each use. Take that, Teflon! \$150, surlatable.com

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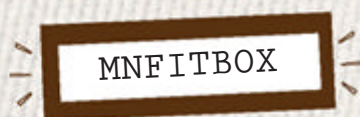
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The best destination marathons

Thinking of going the full 26.2 in 2015?

Allow us to suggest 10 that are worthy of your supreme effort. By Noah Davis



Admit it: Part of you wants to join the more than half a million (541,000, to be exact) people who finished a marathon in 2013, including an all-time high of 308,400 men. Or perhaps you've already got your finisher's medal. In any case, most runners tend to sign up for their neighborhood marathon when they should be taking their running on the road. Running is, after all, one of the best ways to experience a new region. There are more than 1,100 marathon events scheduled for the 2015 calendar year, and they're not just about the races. These are cultural events with concerts and festivals, taking place in locations like Vegas and Maui. So whether you're a seasoned finisher, ready to run at a moment's notice, or a fresh-legged newbie who could use a month (or eight) to get race ready, here are the most exciting, most scenic, and most deserving. Book a flight, grab a hotel, and get set. The starting line awaits.

Flying Pig Marathon

WHERE: CINCINNATI, OH

WHEN: MAY 3

QUALIFICATION REQS:
NONE

WHY: Start with an event that's known as much for the lively party atmosphere at its postrace celebrations at bars across the city as it is for the 26.2-mile run itself. The bold should try the 4-Way Skyline Chili Challenge: Run the 5K and 10K on Saturday and the marathon on Sunday. (The 5K, 10K, and Sunday's half-marathon will win you the 3-Way Skyline Chili Challenge.)

Rock 'n' Roll Las Vegas Marathon

WHERE: LAS VEGAS, NV

WHEN: NOV. 15

QUALIFICATION REQS:
NONE

WHY: The Las Vegas strip isn't exactly known as a playing field for athletic achievements—at least not sober ones—but perhaps it's time to challenge that perception. This superfun event, part of the Rock 'n' Roll Marathon Series that puts on races across the country, runs through the heart of the city and back. The only sin would be to not run.

Bank of America Chicago Marathon

WHERE: CHICAGO, IL

WHEN: OCT. 11

QUALIFICATION REQS:
LOTTERY

WHY: At some point in your athletic life, you should know what it feels like to run with the best. OK, maybe not so much "with" them as "in the same race as" them. The combination of Chicago's fast, flat course and the race's large prize purse draws one of the best fields in American marathoning. You might even take (a small) part in a world-record run.



Chicago: All Engin; Mount Desert Island: Kevin Morris



THE FIRST HALF OF THE PIKES PEAK MARATHON GAINS MORE THAN 7,800 VERTICAL FEET.

Pikes Peak Marathon

WHERE: MANITOU SPRINGS, CO

WHEN: AUG. 16

QUALIFICATION REQS: MUST MEET QUALIFICATION TIMES IN QUALIFYING RACES. MORE INFO AT PIKESPEAKMARATHON.ORG

WHY: If the ascent—a gain of more than 7,800 feet over 13.32 miles that takes most runners as long as a flatland marathon—doesn't kill you, the descent, which covers the same stretch of Barr Trail in reverse, just might. Oh, also, lightning can come out of nowhere. But, damn, those views.

Go the distance. The destination marathon is officially a thing now. Clockwise from top left: the Pikes Peak Marathon, the Mount Desert Island Marathon, the Chicago Marathon.



Niagara Falls International Marathon

WHERE: BUFFALO, NY

WHEN: OCT. 26

QUALIFICATION REQS: VALID PASSPORT

WHY: You'll start in Buffalo, then run over the Peace Bridge into our neighbor to the north. (You'll be precleared through immigration when you register, so guards won't stop you at the border.) After 18 stunning miles working your way up the Niagara Parkway along the Niagara River, you'll end up at the famous falls.

Santa Barbara Veterans Day Marathon

WHERE: SANTA BARBARA, CA

WHEN: NOV. 7

QUALIFICATION REQS: NONE

WHY: East Coast transplants Rusty and June Snow modeled their race after the Boston Marathon—the SB event even has a mini Heartbreak Hill at mile 23. But, unlike Boston, the course is never more than a couple of miles from the Pacific Ocean and frequently within spitting distance of the glassy water.

JTB Maui Marathon

WHERE: MAUI, HI

WHEN: SEPT. 20

QUALIFICATION REQS: NONE

WHY: The scenic race that traverses half of the small Hawaiian island of Maui begins at the Queen Ka'ahumanu Center, where you'll head south for nine miles to the pristine ocean. One right turn and 17 miles along the water later, you'll reach the Whalers Village, where volunteers will hand you a chocolate milk and a hard-won lei. And if that's not enough, just remember, you'll be in Hawaii!

Utah Valley Marathon

WHERE: PROVO, UT

WHEN: JUNE 13

QUALIFICATION REQS: NONE, BUT ENTRANCE IS LIMITED TO FIRST 2,000 ENTRIES

WHY: With a whopping elevation drop of 1,700 feet over the entire distance of the race, and nearly 1,000 feet in the final 10 miles (when you need it the most), this is a marathon made for smashing personal records. It's also utterly awe-inspiring, a gorgeous jaunt along the river that cuts through Utah's Provo Canyon.

Mount Desert Island Marathon

WHERE: BAR HARBOR, ME

WHEN: OCT. 18

QUALIFICATION REQS: NONE

WHY: It's a hilly race, but with names like Seal Harbor, Cranberry Isles, and Cadillac Mountain, you know the views from the course will be beautiful and memorable. At the halfway point, you'll run by Somes Sound, the only true fjord on the Atlantic Coast. We won't blame you if you stop for a few minutes to take in the view. Just remember to start running again.

TCS New York City Marathon

WHERE: NEW YORK, NY

WHEN: NOV. 1

QUALIFICATION REQS: ENTRY IS GUARANTEED BASED ON TIME STANDARDS LISTED AT TCSNYCMARATHON.ORG. ALTERNATIVELY, RUN FOR A CHARITY.

WHY: You and 50,000 new friends running combined with tens of thousands cheering along a route spanning all five of the city's boroughs make for a race-day scene that can't be matched. The best of the best agree that New York is the ultimate experience.



SPOT THE SIGNS

Is she attracted to you? You can't read her mind, but there are a few simple ways to gauge her interest.

By Nick Savoy

When I was in the 10th grade, a girl put a Christmas card in my locker. Even though she'd made one for everyone in the class, this was enough for her to become The One I Might Have a Chance With for the next couple of years. ¶ How interested was she really? Needless to say, it wasn't off the charts. Obviously, I had misinterpreted the signs. Hell, most *adult men* have no clue how to decode a woman's signals. ¶ As a professional dating coach, I've spent many years learning about attraction, and one of the most common questions I get is, "How can you tell if a woman is interested?" ¶ Some of the answers might surprise you. (If what the average guy is taught about dating and attraction actually worked, there would be literally no need for someone like me.) So, how can you tell if she's into you? Here, a few of the signs.

YOU DON'T NEED TO HEAR EVERY WORD—ABOUT 90% OF THE STORY IS TOLD BY TOUCH.

SHE THINKS YOU'RE HILARIOUS

■ Our evolutionary heritage makes us behave in different ways when we're around someone we're attracted to. Laughing more when she talks to you than she does with other men is an excellent sign. Laughter is primarily for social bonding; it predates language and what we think of as humor. So unless you're the next Louis C.K. who always has everyone laughing, her laughter means she wants to bond with you.

SHE GETS TOUCHY-FEELY

■ Touching works the same way as laughter. When I'm with a client at a bar or coffee shop, I don't need to hear every word of the conversation after he's approached a woman. About 90% of the story is told by the "physical conversation"—how often she touches him, for how long, how quickly she returns his touch, etc.

SHE STICKS AROUND

■ Her very presence can be a sign of attraction—for example, when she chooses to stay with you when her friends try to drag her somewhere else. This is an especially powerful indicator if you've just met; women don't usually hang out for an hour with a stranger unless they're into him. Watch for the "last woman standing" effect: If she stays while everyone else in the group gradually drifts off or goes home, there's a good chance she's interested in you.

SHE GETS PERSONAL

■ If she primps or plays with her hair or touches up her makeup around you, it's a great sign. A lot of guys interpret this as a giant "Welcome to the Friend Zone" billboard, as if she's too comfortable with you; don't be one of those guys. Similarly, if she talks about sex more openly with you than with other men, especially if she hints at any kind of frustration with her current situation, you'll want to stick around.

Nick Savoy is the president of Love Systems. Visit love-systems.com.

Is She Interested?

Four attraction tests to determine if she's into you

The Movement Test

If she's attracted to you, she'll be more likely to move around with you. For example, if you're at a party or a club, a little move might be to go to the bar area or sit down at a table several feet away. A bigger move might be to another room, or outdoors to the patio. If she follows, this can reveal a great deal about her attraction to you.

The Qualification Test

Playfully ask her something like, "So, what are your best qualities?" Psychologically speaking, you're asking her to invest in the conversation. It takes effort for her to express what she considers her best qualities in a socially appropriate way, even if the two of you are just joking around. She won't bother to come up with a thoughtful or playful answer—which, in the context of someone you've just met, would signal attraction—unless she sees some value in you. If she doesn't take the opportunity to sell herself to you (not like that), she's not interested.

The Leading Hands Test

Say you're going over to the bar to get another drink. Take her hand to lead her through the crowd. Does she grasp yours firmly, or is it awkward? Does she let it linger once you're out of traffic, or drop it immediately? Body language rarely lies; there's no reason for her to keep holding hands unless she likes you.



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King of New York

One of the most beloved cocktails ever crafted, the Manhattan is easy to make, delicious, and—at less than 200 calories a glass on average—even ab-friendly. Start spreading the news.
By Brian Good

■ Although its origins are hard to pin down—some say it was the hip drink served at an 1870s-era NYC hot spot called the Manhattan Club, while others argue it was created by European fishermen looking to remind themselves of time spent visiting the New World—there's no disputing the classic allure of the Manhattan.

And even if you're all thumbs behind the bar, it's not a problem—this is one drink any amateur mixologist can master with just a little practice.

What you need

- 2 parts whiskey
- 1 part sweet vermouth
- 1–2 dashes bitters

Optional slice orange peel or cherry

While the recipe itself is fairly straightforward, the greatness of the drink comes from the quality of the ingredients you use and the technique you employ to combine them in the glass. Here's what you need to know:

The Whiskey

■ Manhattans usually call for corn-based Canadian whiskey, which tastes lighter and smoother than grain-based spirits, says Lori Bodinizzo, a bartender at the Carlyle Hotel's Bemelmans Bar, home to what some consider the best Manhattan in Manhattan. "Bourbon makes it sweeter, while rye adds sharpness and complexity." You can also swap in añejo tequila or aged rum for variety.

The Vermouth

■ A type of herb-infused, fortified wine, vermouth is the secret weapon for giving your cocktail its punch. But be careful: "All vermouths are not created equal," warns Charles Joly, winner of the 2014 Diageo World Class Bartender of the Year award. "I like a fairly sweet vermouth in my Manhattans." Carpano is the gold standard, and one of the most flavorful types on the market.

The Bitters

■ These potent elixirs, the equivalent of cooking spices, help give your cocktail its punch. Angostura, which has its own signature flavor, is the most commonly used brand, but this is another case where you should feel free to experiment. "Try varieties that seem dark or rich, like fig, chocolate, tobacco, smoke, or coffee," Joly says. "They all mix into the drink perfectly."

Making the Drink

■ When a cocktail is made entirely from spirits, it's best to stir ingredients together. "Add your whiskey, vermouth, and bitters to a metal shaker that's packed with ice, and stir it all about 30 times with a long metal spoon," says Bodinizzo. The drink is most popular straight up, but if you want ice, add a large cocktail-size cube, which will dissolve more slowly and make for a less watery drink, she says.

The Garnish

■ A slice of orange peel is fairly standard in most Manhattans. Just squeeze it over the glass to release a burst of fresh citrus oils before dropping it in. You can also add one or two cherries—go for a classic Maraschino or the bourbon-soaked variety. "I'd rather never have a cherry in my drink ever again than serve it with one of those glowing-red imitation Maraschinos from a jar," Joly jokes.



THIS IS ONE
DRINK ANY
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CAN MASTER.

DIY Drunken Cherries

■ Premade bourbon cherries can be expensive and hard to find. Luckily, making your own is a breeze.

To do it, just grab a sealable Mason jar and lid, 1–2 cups of fresh cherries, 1 cup of bourbon, and some brown sugar. Heat the bourbon till it's simmering but not boiling, then stir in a couple of tablespoons of brown sugar. Stir the hot liquid till the sugar's dissolved, then pour it over a jar tightly packed with cherries. Try adding a chunk of orange peel, some pomegranate seeds, or a cinnamon stick to amp up the flavor.

Let the mixture cool a bit, then seal it up and store it in the fridge for at least a week before using. Once made, the cherries will keep for up to six months.

The Other Boroughs

Manhattan isn't the only NYC hood with a drink named in its honor. All four of the city's other boroughs have signature cocktails as well. Ready for your tour of Gotham?

The Brooklyn

What it is: a brother to the Manhattan, only this version has added Maraschino cherry liqueur and dry vermouth.

The Queens

What it is: a martini made with pineapple and lemon juices.

The Bronx

What it is: another martini variation, only this time with added OJ.

The Staten Island Ferry

What it is: a coconut-cream-free twist on the piña colada—equal parts rum and pineapple juice served over ice.

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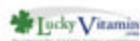
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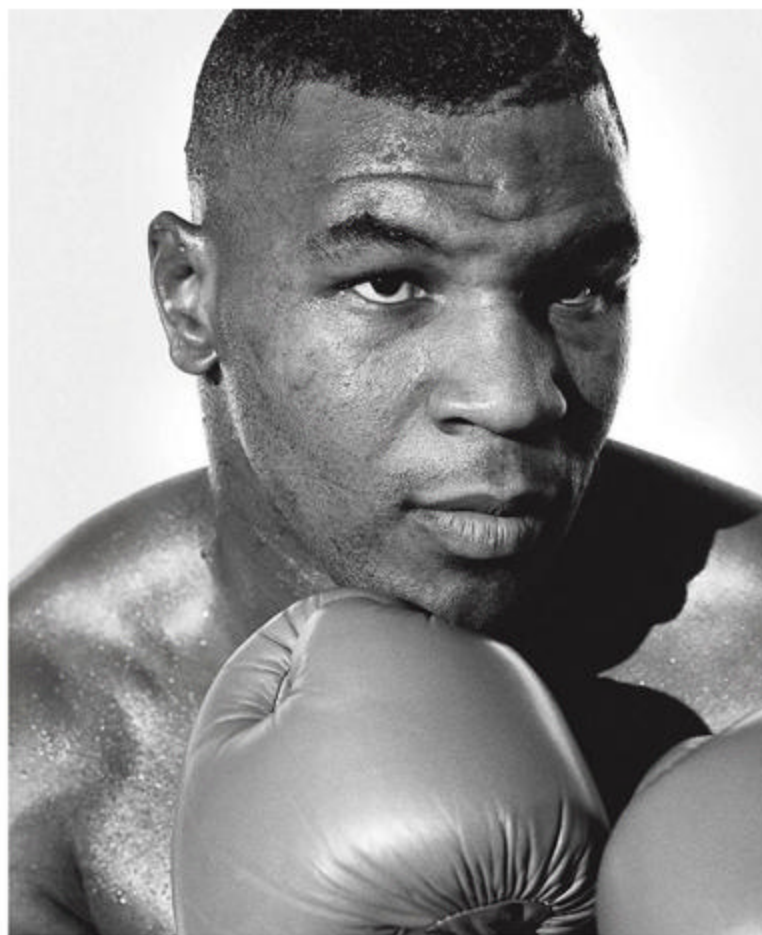
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Get hooked all over again

Starz's boxing documentary *Champs* explores three famed fighters' ups and downs in and out of the ring, and knocks some nostalgia for the glory days right into our souls

■ Boxing's lost some of its popularity in recent years, but it hasn't lost all of its legends. *Champs*, a new Showtime documentary airing in March, reintroduces three immortals, Mike Tyson, Evander Holyfield, and Bernard Hopkins, tracing their origins, triumphs, and travails and examining the impact boxing has had on society as a whole.

The film highlights boxing's last golden age, the 1980s and '90s, when Tyson, Holyfield, and Hopkins ruled the ring, exploring their career paths from poverty to ubiquity (and sometimes back again). But as inspiring as the rags-to-riches tales are—especially



Champs. As Starz's new docu reveals, Tyson's rags-to-riches-to-troubles story is all too common.

that of Hopkins, who discovered the sport while serving time in prison—it's after each boxer hoists the belt for a prime-time crowd that things get interesting. The film's second half delves into each fighters' post-career troubles, whether drugs,

crime, or money. (In the case of Tyson, all three.) Using their stories, the film looks into boxing's larger impact on poverty and, as with Hopkins, the prison system.

With cameos by boxing enthusiasts like Mark (The Fighter) Wahlberg

and Denzel (The Hurricane) Washington, *Champs* asks big questions about the sport's role as a cultural institution, one in which who's winner and who's loser isn't always clear.

Yes, the devastating health effects of receiving countless

head blows are undeniable—but just ask Tyson, Holyfield, and Hopkins about all those kids who, like them, can thank a local boxing gym for keeping them off the streets. View it in another light and you may hope boxing thrives again. —KIT FOX

VICE IS NICE (OR AT LEAST A LOT OF FUN)

■ Why do humans party? That's the question asked by Zoe Cormier in her catchily titled new book *Sex, Drugs, and Rock 'n' Roll: The Science of Hedonism and the Hedonism of Science*. Split into three parts (one for each vice) it offers a wealth of research—and, we must say, phenomenal bar stool fodder. Here, our favorite factoids to add to your happy-hour arsenal.

FUN SEX FACT:

The modern study of hormones was born in the Roaring Twenties, when it was deemed fashionable and scientifically sound to transplant dead teenagers' testicles into wealthy older gentlemen.

FUN DRUG FACT:

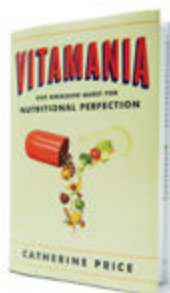
In 1995, NASA funded a test to give spiders drugs, then rate the toxicity of each drug based on the shape of the web woven during the high. The spidey that got stoned on pot stopped spinning halfway through; the one on caffeine built a crazy mess.

FUN ROCK 'N' ROLL FACT:

Yes, Mozart can make you smarter—but so can Metallica. Studies show that any music can boost mental acuity—as long as it's something the listener enjoys. Rock on.

Popping Pills

Limeys, Nazis, Washington VIPs—they're all here in this wild and woolly history of vitamins (and our obsession with them)



■ What's considered the world's first clinical trial—a search for a way to cure or prevent the seafaring plague of scurvy (a ship could expect to lose half its sailors to the disease)—took place in 1747 on a British naval vessel, and involved feeding pairs of stricken sailors various foods: cider, citrus fruit...seawater.

The Scottish doc who ran the study discovered that citrus cut scurvy off at the pass (hence sailors being nicknamed "limeys"); but it wasn't until vitamins were actually quantified in the early 1900s that anyone understood why citrus worked (it averts a vitamin C deficiency). That's just one of the

stories in Catherine Price's absorbing book *Vitamania: Our Obsessive Quest for Nutritional Perfection*, a historical inquest into the world's obsession with these fascinating little pills. From rumors of thiamine-destroying Nazis ("Ve take your vitamin B, ve take your country!") to a blow-by-blow on the sneaky

wheeling-dealing that led to the deregulation of the vitamin-industrial complex, it's a riveting tale.

"Ultimately, the story of our vitamania reflects our abhorrence of uncertainty—a fundamental discomfort that leaves us...susceptible to fads," Price writes.

Powerful stuff. —B.R.



Trunk Archive: Vitamania: Andres Botorquez

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GET CRACKIN'

■ When you're in the gym benching more than your body weight, it's hard to imagine that the task of popping a pistachio out of its shell could be key to hitting your fitness and weight goals. But shelling the nuts—and keeping the shells in view—may slow snacking and help you take in fewer calories than you would eating out-of-shell nuts (like almonds or cashews).

The concept has been deemed the "Pistachio Principle," and it's the brainchild of behavioral eating expert James Painter, Ph.D., R.D., professor at the School of Family and Consumer Sciences at Eastern Illinois University.

In one of his behavioral experiments at the university, whose preliminary findings were published in 2011 in the journal *Appetite*, snackers who ate unshelled pistachios took in 41% fewer calories than those who ate nuts that had already been shelled. (Those who ate pre-shelled pistachios consumed an average of 211 calories, while those

who had to shell their own ate an average of 125 calories.) What's more, those who ate fewer in-shell nuts reported essentially the same levels of fullness.

In another preliminary Eastern Illinois study, subjects who sat at a desk all day with a bowl of pistachios (which was refilled every two hours) as well as a shell bowl ate 18% fewer calories than those whose shells were taken

away when the bowl was refilled. Though further research is needed, these two studies underscore pistachios' value as a great everyday snack.

Pistachios are also a good source of protein and fiber, as well as vitamin B6, copper, and manganese.

(Some of the information for this article was provided by Wonderful Pistachios.)

"In-shell Pistachio Nuts Reduce Calorie Intake Compared to Shelled Nuts," Honselman, Painter, et al. *Appetite*, 2011, 57(2):414-417

"The Effect of Pistachios Shells as a Visual Cue in Reducing Caloric Consumption," Kennedy-Hagan K, Painter JE, et al. *Appetite*, 2011

"Association of Nut Consumption with Total and Cause-Specific Mortality," Bao, Y, Han, J, et al. *New England Journal of Medicine*, 2013; 369:21: 2001-2011

SHELL SHOCK

An ounce of pistachios, like Wonderful Pistachios, gives you about 49 nuts—more per calorie than you'll get from any other nut. Here's how pistachios stack up.

	Pistachios	Almonds	Peanuts	Walnuts	Brazil Nuts	Cashews	Hazelnuts	Pecans
Serving size	49 nuts	23 nuts	28 nuts	14 halves	6 nuts	18 nuts	21 nuts	19 halves
Calories	160	160	170	190	190	160	180	200
Protein	6g	6g	7g	4g	4g	4g	4g	3g
Carbs	8g	6g	6g	4g	3g	9g	5g	4g
Fat	14g	14g	14g	18g	19g	13g	17g	20g
Fiber	3g	4g	2g	2g	2g	1g	3g	3g

Source: USDA National Nutrient Database SR26

Trunk Archive

Seeshells. Snacking on pistachios may offer visual cues that can help control your appetite.

The holy grail of healthy snacking?

If a bag of nuts presents a once-you-pop-you-can't-stop problem, science says: Pick pistachios
By Joy Ronson

BY NOW YOU'VE heard the news—nuts are not an evil bar food waiting to clog your arteries and grow you a gut. In truth, we know, nuts are not only delicious, they also provide protein and give you energy, and may play a role in health and longevity. ¶ But there's more great news. One type of nut, by Mother Nature's design, stands out from the pack: It's the pistachio, a great-tasting snack that also turns out to be a powerful weapon in the fight against mindless eating.

5 ASCENT GUM

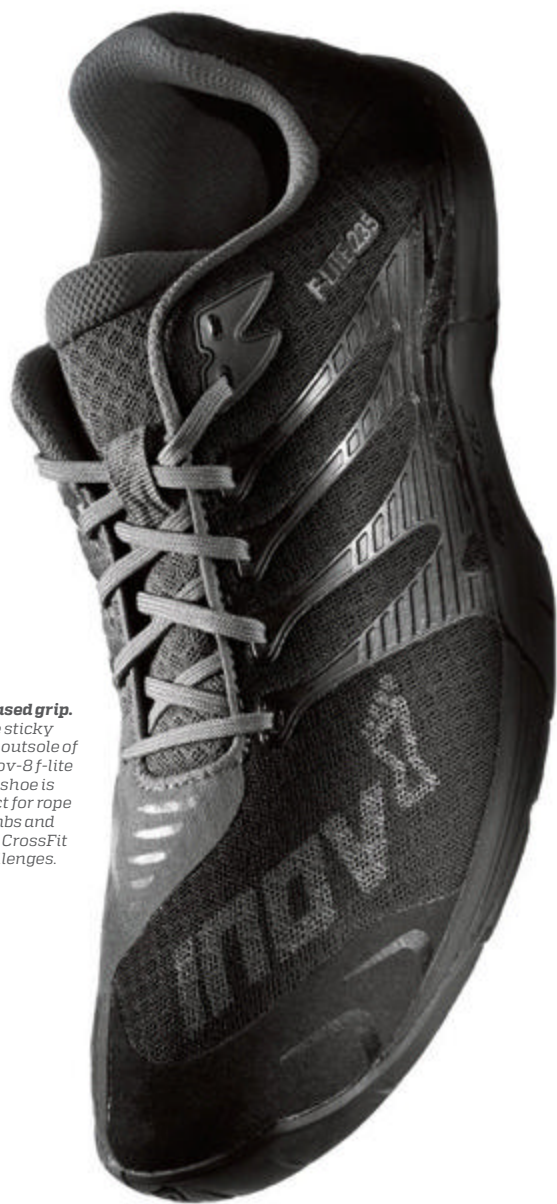
AN INTENSIFYING WINTERMINT



STIMULATE YOUR SENSES

Workout weapons

Get acquainted with the best new gym wear and equipment on the market **By Ben Radding**



Increased grip.

The sticky rubber outsole of the Inov-8 f-lite 235 shoe is perfect for rope climbs and other CrossFit challenges.

Inov-8 f-lite 235

■ Wearing running shoes to do squats could have you damaging your knees. Our favorite lifting shoes this month are from across the pond: the Inov-8 f-lite 235. Minimalist but stable, these shoes are made to smash any CrossFit WOD with a thin but sticky rubber outsole—ideal for climbing rope—and light cushioning for added comfort. Patented Meta-Flex technology on the outsole provides a more natural flexing point for your foot, mimicking the feel of bare feet. And they're low enough to the ground to pop a power clean with perfect form but much safer than wearing no shoes at all.

\$130, amazon.com



Koreball

■ The Koreball is a collapsible, adjustable combination kettlebell and medicine ball perfect for ab-ripping workouts in the comfort of your home or hotel room. Featuring side handles and leakproof water pockets you fill to adjust the amount of weight you want (up to 20 lbs.), the Koreball can stand in for kettlebell swings and ab twists, or be held between your feet for tougher leg raises.

\$75, koreball.com



Enso Roller

■ Most foam rollers—tools for massaging muscles after a workout to improve blood flow and hasten recovery—apply universal pressure across a muscle, like a broad-spectrum antibiotic attacks an infection. But the Enso Roller has individual wheels that can be adjusted to target sore areas more directly. And it's as effective on big muscle groups, like your back, as it is on smaller ones, like calves.

\$69, evofitforlife.com



RockTape G-Loves

■ Protect your hands from the wear and tear of lifting with RockTape G-Loves, made with silicon ridges for more hand mobility during large movements (like the clean and jerk) and vented finger sidewalls for breathability. They even work with chalk and are touchscreen-friendly.

\$45, shop.rocktape.com



North Moore Shorts

■ Running shorts often lack the one thing you need when you're running: pockets. These North Moore Shorts change it up with two compact, sweatproof side pockets you can securely fit a phone or keys into, and flat, underliner-like seams that won't cause any friction.

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Viking cool

This spring, throw on a lightweight cardigan that's as stylish as it is versatile, not unlike *Vikings* star Alexander Ludwig

THE GUY

Alexander Ludwig

■ In 2013's *Lone Survivor*, rookie Navy SEAL Shane Patton, portrayed by 22-year-old actor Alexander Ludwig, showed up in fighting shape and ready for action. Nonetheless, he was ordered to hang back while the more seasoned SEALs (played by more seasoned actors like Mark Wahlberg and Taylor Kitsch) set out on Operation Red Wings. For Ludwig, who's since picked up a central role in History's critically acclaimed series *Vikings* and top-billed spots in films like 2014's *When the Game Stands Tall*, it was a fitting parallel with his blossoming career.

"It's been really important for me to be patient and just keep honing my craft," Ludwig says just moments after shooting a scene for his next project, the upcoming *Go with Me*, in which he stars alongside Hollywood heavyweights Anthony Hopkins and Ray Liotta. For Ludwig, it's just the kind of action he's been waiting for. "We just blew up a meth lab. It's freakin' awesome!" he says. "It feels like I'm finally on the mission."

THE SWEATER

John Varvatos

■ The trick to dressing for spring, with its warm days and chilly nights, is versatility, both in function and appearance. Our recommendation: a lightweight sweater, like this neo-hippy cardigan from John Varvatos' Spring 2015 collection, which can be paired with virtually anything.

"Usually I stay away from wearing wintery clothing in the summer and vice versa, but I always like going a little out of my comfort zone, and this cardigan is really light and fits very well," Ludwig says. "I've always been a huge fan of John Varvatos."

"Cardigans are becoming the next best thing to a sport coat for versatility," explains the designer himself. "They can easily be dressed up or worn more casually with henleys or tank tops. Sweaters, especially cardigans, are ideal for spring, when we have warmer days, but the temperature drops at night. Lightweight and open-weave cardigans, like this one, are perfect for this weather and still give that effortlessly cool look."

Grooming by Anna Bernabe/Exclusive Artists using Kevin Murphy and Armani Beauty; Tailoring by Lauren Bradley/Lars Nord

Sweater and henley:
JOHN VARVATOS
Watch: BULGARI
Want it?
See page 133



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\$149, clarisonic.com

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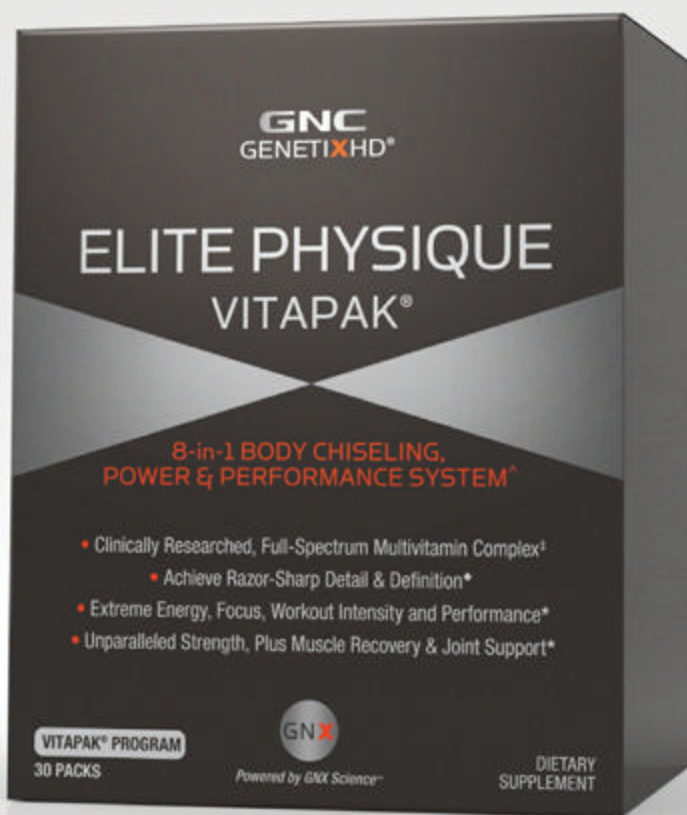
Imported from France, this potent antiaging serum firms and wrinkle-corrects skin while boosting its defenses against factors like stress and pollution.
\$257, sisley-paris.com

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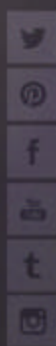
\$19, dermalogica.com

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I CAN JUST GET
LOST IN MUSIC
AND RUN FOR
HOURS."**

She likes to play

Two truths and a lie from *The Following's* daredevilish Jessica Stroup

A) Before she can shoot a romantic scene, Stroup and her co-star have to devise an elaborate secret handshake.

B) She was a state high school volleyball champion in her native North Carolina.

C) Stroup's parachute didn't open the first—and only—time she tried skydiving, forcing her to use her backup chute instead.

OK, that last one is a lie—but it does hold a grain of truth. Jessica Stroup, the beautiful, multitasking star of Fox's *The Following*, which begins its third season this month, did try skydiving but hasn't repeated the experience because, as she puts it, "I didn't like the way it made my face feel."

With that face, who could blame her? But the fact she even dared try the sport comes as no surprise.

"My father calls me his adrenaline baby," says Stroup, 28, a former high school

v-ball star who turned down an academic scholarship to pursue a career in Hollywood. Since then she's scored major points, becoming not just a big-screen scream queen (she starred in *Prom Night* and *The Hills Have Eyes 2*, once nearly hyperventilating while recording screams in the studio) but also an in-demand TV actress, doing turns on megahit shows such as *Grey's Anatomy*, *Family Guy*, and *90210*.

It was on *90210* that she first developed her unique pre-love-scene greeting policy.

"If I have to kiss someone on-screen, we *need* to have a secret handshake, something only the two of us know. So if we have to reconnect in a later scene, we can just do the handshake to reestablish a sense of intimacy," Stroup says.

Are they elaborate routines? Absolutely. "That's one of the few things I'm good at—handshakes."

We'd give her a hand anytime. —D.S.



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NEW



Build an empire

Five steps to winning at crowdfunding and making something out of nothing, courtesy of everyone on the Internet

R



RIGHT NOW, it's easier than ever to leverage technology to fund your dream project. According to data from crowdfunding site Kickstarter, since launching in 2009, the platform has hosted more than 70,000 successfully funded projects—products, films, etc.—with more than a billion dollars pledged by over seven million separate donors. That means a huge pool of potential investors; of course it also means a ton of competition fighting for their attention. But Kickstarter is just one of many online platforms, some of which may actually be better suited to your specific project. Just know this: Crowdfunding takes massive work, and fewer than half of all projects reach their fundraising goals. But with the help of a few best practices and a handful of tips, setting yourself up for success is simple.

Breaking Bad: AMC/PhotoFest; Armstrong: Manguerra Banzime/Ellas World Media



STEP 1 PICK THE RIGHT PLATFORM

Don't simply decide to use Kickstarter "just because." For bigger projects, the all-or-nothing format (literally—if you fail to reach your goal, you get nothing) is ideal, but other platforms may be better suited to certain campaigns. Here, a few to consider.

BEST FOR TCHOTCHKES: **INDIEGOGO**

Unlike Kickstarter's all-or-nothing approach, Indiegogo offers flexible funding, where the site takes a higher percentage fee in exchange for letting you keep all the funds you raise if you don't hit your goal. The average goal reached on Indiegogo is \$3,700, site data says, so it's ideal for launching smaller products like the Quickey Multi-Tool, a handy key that acts as a bottle opener, screwdriver, and rope saw—which raised \$200K for a \$4K goal.

BEST FOR MEDICAL BILLS: **GOFUNDME**

For personal fundraising goals—things like charities, funerals, and trips—GoFundMe offers a more targeted platform for causes that may not be allowed on other crowdfunding sites. The most successful GoFundMe projects are charity-based, like a campaign to raise money for Boston Marathon bombing victim Jeff Bauman, which raised more than \$800,000.

BEST FOR BACHELOR PARTIES: **TILT**

A "micro-crowdfunding" startup, Tilt is the most mobile-friendly option. You set a minimum goal, then your pals and colleagues pledge money; when the group hits the goal, or "tilts," they're charged. Easily connect with your friends, family, and workmates to get the ball rolling—it's the Facebook of crowdfunding sites.

BEST FOR YOUR YOUTUBE SHOW: **PATREON**

Artists, bloggers, musicians, videographers, and other independent content creators looking to secure long-term funding for projects should check out Patreon, which connects you with "patrons" willing to give money to individuals either on a recurring basis or per piece. As of October 2014, more than 125,000 people have become patrons to artists on Patreon.

STEP 2 CREATE A GREAT VIDEO

The top crowdfunding tip of Indiegogo director of strategic programs Erica Labovitz: Make a kick-ass video. Indeed, video production company MWP Digital Media

analyzed 7,000-plus recent Kickstarter projects and found that those with videos were 85% more likely to get funded.

For the video itself, you want to accomplish three things. First, in less than two minutes, explain what problem you're trying to solve and why you're best positioned to solve it. Second, find the right people to put on camera. Not everyone is a natural, so think about using a partner or spokesperson. Third, make sure you explain why this is important to you—people need to know your "what" to understand the pitch, but your "why" is what will get them excited enough to support it. Be as transparent but as passionate as possible—the more honest you are, the more people will be willing to pitch in.

STEP 3 SET YOUR GOAL AND TIMELINE

In the largest academic study on Kickstarter to date, the Wharton School's Ethan Mollick looked at more than 48,000 Kickstarter projects and found that projects that succeeded tended to do so only by small margins. A quarter of the successful projects managed to raise only 3% more than their goal; 50% raised about 10% more. So, while crowdfunding projects that ask for relatively small amounts of money but go on to raise millions (like the OUYA gaming console) seem to get all the press, the reality is that most projects that succeed do it by a hair's breadth. When setting your target, aim high but keep it realistic.

In his blog post "Why (Some) Kickstarter Campaigns Fail," author Seth Godin advises people to scale their Kickstarter projects to the size of their social networks. In other words, unless you have 10K followers on Twitter and Facebook, don't expect to raise \$10K on Kickstarter.

As for your timeline, throw the short ball for better results. According to Kickstarter's own data, 30-day projects have a better chance of being funded than 60-day projects. A shorter campaign is easier on you as well, since you'll want to have a marketing plan for every single day. Beyond just getting the word out, have time set aside for creating updates for your critical backers and reaching out to bloggers for media coverage. If you have some funds, experiment with some advertising on key sites and on social media to reach people interested in the niche your product or service fills. And make sure you've laid out and scheduled

a full social-media calendar to keep your followers engaged.

Labovitz, from Indiegogo, has a great catchphrase to keep in mind: "Never turn off." Once you've launched, your campaign will be your new full-time job, so make sure you're ready to spend the whole month working with your family, friends, and social media followers every single day.

STEP 4 HAVE A BIG FIRST DAY

Campaigns that have a huge "Day 1" fundraise are the most likely to get noticed and featured by the site's editors. Even more important, Mollick's research found that 97% of projects that were able to raise *at least half their funds from already established contacts* went on to succeed. Get to that crucial 50% mark by tapping people you know, and you should be golden.

Before you launch your campaign, add up your likely sources of funds from family, friends, co-workers, anyone you know well enough to ask personally—and make sure your goal seems feasible. Take the time to get commitments up front from all your interested supporters. Ask them how much they're willing to give and if they can commit to backing you on the first day of the campaign. Don't start promoting your campaign until these funds are locked down—that way, when it makes its way through the social media rounds and strangers start checking it out, they'll land on a campaign that appears to have promise.

STEP 5 DON'T BE AFRAID TO FAIL

In his study, Mollick notes that a failed project can be a great way to market-test an idea. "A lack of demand makes it easy for founders to 'fail quickly' if they see little interest in a project, without the need to invest additional capital or effort," he says.

In a *Fast Company* article published last year, titled "Why a Failed Kickstarter Might Be Your Key to Success," writer Jane Porter interviewed Zach Supalla, an entrepreneur whose campaign for a product that connects lightbulbs to the Internet only made it halfway to its \$250K goal. His next campaign for a similar device raised more than half a million dollars. ■

Mario Armstrong, a digital lifestyle expert, appears regularly on NBC's *Today* and CNN.



DON'T BE THAT (GEN Y) GUY

Evidence is mounting that millennials are having genuine difficulty assimilating into the corporate world. If you're butting heads with your boss, here are six essential tips for not acting your age.

EVERY GENERATION OF bosses has complained about those disrespectful young whippersnappers coming up through the ranks. But if you believe a mountain of recent reports—some anecdotal, some based on research—millennials truly do stand apart for their lack of awareness in the corporate environment. *The New York Times* recently labeled them “Generation Why Bother,” and the several career experts I’ve spoken with say that, as millennials find their way into the workforce, they keep hearing complaints that these younger workers seem incapable of adapting their behavior to their company’s culture.

Why? That’s a subject of fierce debate. According to some experts, millennials remain emotionally scarred by the seemingly random destruction they witnessed during the Great Recession. Others trace it to pee-wee soccer: If everyone’s gonna get a trophy, what’s the point of a diving header? For its part, the *Harvard Business Review* blames the commencement-address trope that you should “follow your passion,” which can lead to a big letdown when work turns out to be six parts grindstone and one part fun. Whatever the case, I remained skeptical. I mean, c’mon: They said the same thing about my generation. And my dad’s.

But then it happened.

A young man in my office made an error. This was an error that, had it not been caught and corrected, would have put a small dent in our brand credibility. But that’s OK, because we all make mistakes, and that’s why we have procedures in place to catch them. Here’s what’s not OK: When my colleague brought this error to the fellow’s attention, he responded with an e-mail that read, in its entirety: “Ruh-roh!”

All right, my young friends: I think it’s time we had a friendly chat. No lectures—I’m going to assume you already know not to quote Scooby-Doo at work, especially when you screwed up and should be expressing remorse and explaining why it won’t happen again. Instead, I’m going to tell you a secret that your boss is keeping from you.

The secret is, there is one junior-level employee in your office—let’s call him Kevin Durant. He’s a problem solver. He’s reliable. He sinks the layups all day long, and whatever constitutes a three-pointer in your business, he hits those, too. When your boss looks at you and the rest of the team, he wishes he had six Kevins. In your performance review, he wants to ask, “Why can’t you be more like Kevin?” In other words, if you want to slay the millennial stereotype, be a great enough performer to stand out on the court and a good enough team player to conform in the locker room.

Here’s the good news: Becoming office Kevin is a lot easier than becoming NBA power forward Kevin. And while you may not make the reported \$19.9 million that Durant is pulling down this season, becoming office Kevin is the quickest path to pay hikes and promotions. So do you want to get ahead and become the guy your boss relies on in clutch situations? Drop the “Ruh-roh!” and follow these instructions.

Oster: Jimmy Fontaine



by Jack Otter

Become a native

“You’d be stunned at how many times I get the phone call, ‘Why did I get in trouble?’” says Samuel Bacharach, director of Cornell’s Institute for Workplace Studies. He works with some of the university’s top graduates as they transition into their new jobs. When they talk to him, they can’t understand why they angered a superior. “But I did everything right,” they say.

The problem: They do everything right according to their definition of right. But they don’t respect the company’s culture, often coming on too strong and failing to collaborate. Bacharach sees a huge divide between the win-at-all-costs attitude drilled into high achievers in their school days and the need to be a team player once they join a company. And it’s not just the Ivy League hotshots. Any guy in the early years of his career needs to learn the cultural nuances of company and field. Note the tone of senior guys’ e-mails: Do they nitpick about one seemingly insignificant detail? Find a way to solve the problem for them, and never make that mistake yourself.

Identify the norms, and err on the good side. Don’t be last into the office in the morning, and don’t be first out the door in the evening, even if you’ve “finished” your work. Is that superficial? For sure. If you don’t like it, go freelance.

Go mentor-lite

Set a long-term goal of finding a mentor—a wise, generous, experienced senior colleague who will help you navigate your career. In the meantime, try this hack: Figure out who among your peers, or those slightly senior, is successful by the company’s standards. Then copy that guy. In some ways this is easier than trying to suss out company-wide norms, because your target is very specific.

I’m not suggesting obsequious behavior; don’t start wearing Hermès ties or rooting for Manchester United just because that’s how your boss rolls. Instead, focus on one guy and ask yourself what aspects of the business he’s knowledgeable about. What distinguishes his work? Whether he’s a stock trader who focuses on debt covenants or a lawyer who excels at business development, learn his strategy inside and out. What techniques does he use to close sales

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Know the new lending guidelines for mortgages

■ Say it’s only a 3% down payment. (Whoa!) Should you? No. You’ll end up paying more each month, have to pony up for insurance, and increase the odds you’ll owe more than the house is worth.

or guarantee that his work satisfies clients? You don’t need to use his exact words, but make sure you cover all the same bases. Figure out how success is defined at your company, and put yourself on a path to meeting that definition.

Write sentences, not msgs

Every expert I spoke with—and they ranged in age from 28 to 65—was adamant on this point. “The quickest way to lose credibility is through sloppy grammar,” says Roy Cohen, a career coach and author of *The Wall Street Professional’s Survival Guide*. “If you’re sloppy, it forces others at the organization to make up for what you’re not doing...Someone has to go in and do damage control.” Use spell-check. If you have to, read your messages out loud.

Design your personal brand

You may not think of yourself as a brand, but others do. “It’s what people say about you when you’re not in the room,” says Kathryn Minshew, founder and CEO of career site The Muse (themuse.com). Are you seen as passionate and hardworking or someone who goes through the motions but doesn’t really care? You’re seen as something—it’s up to you to make sure that image is the one you want to convey.

While this is about image, it’s only superficial if you make it so. Guys who dress appropriately and work hard are known as hard workers. Guys who wear cargo shorts to the office and work hard are known as slobes. If

your Facebook page looks like a scene from *The Hangover* or your Twitter reads like a Rush Limbaugh rant, then those aspects of your character will define you.

You don’t have to be perfect; just make sure your good qualities shine brighter than your bad ones. That way, when you drop the ball—and we all do at some point—the mistake will be quickly forgotten as a rare slip on the path to your next three-pointer.

Solve problems

For me, this is what separates the grown-ups from the mama’s boys. There are times when unforeseen obstacles will prevent you from completing the assignment. Shit happens. It’s the next step that will make or break your career.

When given a job to carry out, mediocre employees come back to their boss and say, “Sorry, we can’t do that.” Great employees come back, explain the problem, and offer intelligent ways around the obstacle—new ways to achieve the same, or similar, goal. These are the guys who get the key assignments, the jobs that the company can’t afford to be screwed up. These are the guys who make the boss look good. And they are rewarded accordingly.

Get your hands dirty

The commencement speaker at your college graduation probably advised you to “do what you love.” The *Harvard Business Review* noted that Google searches for “find your passion” skyrocketed in the 2000s. Sorry to break the news, but don’t expect to skip to work every day. Minshew notes that she’s had jobs she didn’t particularly like but is very glad she took. “I looked at what I could learn from it,” she says. It’s not always fun, but it is productive.

So, sure, keep your dreams alive, but, as Teddy Roosevelt recommended, keep your feet on the ground, too. There’s a lot to be said for competence and practical skills, and adding them to your tool belt boosts the odds of success when you decide to chase the dream. And those skills will pay the mortgage if you don’t.

Master these skills and you can quote Scooby-Doo whenever you want. ■

Jack Otter is the author of Worth It...Not Worth It? Simple & Profitable Answers to Life’s Tough Financial Questions.

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Steve Harvey and
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Tarvin and Mahum.



Burn It!

by Mark Ellwood



Your diet, delivered

Whether you're a kitchen ninja or a culinary rookie, eating right—at home, with fresh ingredients—is anything but easy. (Who has time to shop these days?) But with these new start-ups, a healthy, home-cooked diet will never be out of reach.

YOU DON'T NEED me to tell you that when it comes to food, *convenient* means “terrible for you,” and a good, balanced diet, especially the kind that helps build muscle and shed fat, often means more effort and money. But here's some good news: The hypercompetitive start-up world is trying its damndest to change that.

A wave of fresh-meal-based subscription services has crashed into the marketplace seemingly overnight, and the culinary offerings are tailor-made for the active guy who wants the healthy benefits of homemade food but can't be

bothered to shop.

All these companies work by sending you boxes containing everything you need to whip together meals in your own kitchen: chilled, insulated, and nonfrozen foods; perfectly por-

Food styling by Jamie Kimm; Ellwood: Francisco Garcia

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tioned and vacuum-sealed ingredients; and clear, hyperspecific cooking instructions. (No defrosting or marinating required.) So, if you've got the basic kitchen utensils—a frying pan, a good pot, and maybe a baking sheet—all you need to do is crack open the box and follow your marching orders.

Though I am certainly no foodie, I am a practical dude who knows a thing or two about getting bang for your buck, and I definitely know a tasty, healthy meal when I bite into one. So I gave all the new online start-ups on the market a test run. If you're game to cruise for online orders, here's your shopping list.

FOR IMPRESSING YOUR GIRLFRIEND: **BLUE APRON** (BLUEAPRON.COM)

COST: \$60 per week for three meals for two

THE MENU: Rice-flake salmon with miso mashed potatoes and garlic-ginger mustard greens (295 calories); Parmesan-crusted chicken with a kale and pickled-celeriac Caesar salad (350 calories).

MY TAKE: First, there was the preparation: lots of it. (I will surely cave and order delivery if I'm ever asked to "peel and roast" hazelnuts ever again.) But about an hour and a half later, the food, notably the miso potatoes, was outstanding, and the baked chicken was satisfying without the heaviness. For guys looking to impress someone, Blue Apron is a good way to go. It has specialized menus—from pescatarian to shellfish-free—and the dishes tend to include ingredients you've never heard of (Fairy Tale eggplant? Celeriac?), which will either make for playful conversation starters with your date or lead her to think you're buddies with David Chang.

A WAVE OF HEALTHY-MEAL-BASED SUBSCRIPTION SERVICES HAS CRASHED INTO THE MARKETPLACE SEEMINGLY OVERNIGHT.



FOR FITNESS FREAKS: **PLATED** (PLATED.COM)

COST: \$12 per meal, with a \$50 minimum

THE MENU: Pan-roasted chicken with squash panzanella (385 calories); seared steak with cauliflower mash (345 calories).

MY TAKE: More than any of the delivery services, Plated caters to specific diets. It's the only service with a Paleo option, surprisingly. And the dishes themselves were protein-heavy and tasty and came in big, guy-friendly portions. (I never imagined that eating starchy squash with starchy croutons could be a slam-dunk dinner, but it was so good I've re-created that recipe from scratch twice since.) The biggest issue with Plated had nothing to do with quality or presentation: When I tried to order my meals for the week, far too many options were flagged as "SOLD OUT."

FOR COOKING NEOPHYTES: **HELLOFRESH** (HELLOFRESH.COM)

COST: \$69 per week for three meals for two, \$59 for the vegetarian plan.

THE MENU: Herb-roasted chicken with vegetables (642 calories); lemon cod with ratatouille (526 calories).

MY TAKE: This company, which claims to help you "discover the joys of cooking," hails from Germany, and it shows. There is Teutonic exactness drilled into everything, chiefly the slick black recipe cards that are easier to read than a children's book. It was also the least wasteful: Unlike the other services, it didn't use standard commercial chilled packs to keep the food fresh. Instead, the food was stuffed in between frozen bottles of spring water intended to be consumed when defrosted. Unfor-

tunately, the food was also very German, too—competent yet unexciting. But for anyone whose finger aches from hitting the microwave button too many times, go for it.

FOR ASPIRING TOP CHEF CONTESTANTS: **PEACHDISH** (PEACHDISH.COM)

COST: \$12.50 per serving, with a minimum order of four servings

THE MENU: Curried guinea-hen meatballs in spicy coconut sauce (650 calories); beef stew with oyster mushrooms and green lentils (728 calories).

MY TAKE: This is a company run by an organic farmer based in Georgia, and the recipes are hearty and infused with a buttery Southern twang. They're also the most pretentious: Four new meals are offered each week, and no recipe is repeated. That said, these dishes were the highest quality, by far, of any of the companies. (They were also the fattiest.) But they are adventurous and push you to try unexpected things. (If I'd seen ground guinea-hen in a supermarket before, I'd have assumed it was cat food.) The biggest downside, however, was the significant prep time: As delicious as their meatballs are, it was a full two hours from opening the box to the first forkful.

FOR SINGLE DUDES: **PLATEJOY** (PLATEJOY.COM)

COST: \$79 for three meals for two, \$59 minimum for any order

THE MENU: Herbed chicken patties with lemon-avocado dressing (295 calories); pork cutlet with peach-and-almond salad (308 calories).

MY TAKE: Unlike the rest of these start-ups, which prepare your meals and ship them to you, PlateJoy is a more local affair. When you choose your recipes, a PlateJoy courier buys the relevant ingredients from a high-end local market and delivers them in shopping bags to your door. And there's good news for single dudes: This service offers rare, single-serving recipes. But that's not all. It turns out that PlateJoy is ideal for the novice chef looking to learn how to cook and stock his kitchen at the same time. PlateJoy won't just send you a bag containing the exact amount of ingredients for the serving and no more. You'll get the whole bottle. So after a while, you'll have a fully loaded kitchen. Who knows? It may even inspire you to finally check out your local farmers' market. ■

Mark Ellwood is the author of Bargain Fever: How to Shop in a Discounted World.

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“Happy all the f***ing time”

With megaselling records, sold-out tours, a wildly popular TV show, and a growing personal business empire that can be described only as “Timberlakean,” Maroon 5 frontman (and resident yogi) **Adam Levine** is redefining pop stardom one hit at a time. So what keeps him going?

Hint: It’s not just the voice.

BY MICKEY RAPKIN
PHOTOGRAPHS BY PETER YANG
ALL CLOTHING BY DENIM & SUPPLY RALPH LAUREN



Adam

Adam Levine has cleared the furniture out of his living room and basically installed an Equinox. Two personal trainers wait for him inside, armed with kettlebells, bouncy exercise balls, and enough Cybex machines to wear out a professional football team. Levine bounds into the room and starts to stretch a hamstring. “I like the way I look when I work out,” he says. “I’m not doing it to be vain—though that’s part of it. But it *feels* so good. I’m happy all the fucking time. Seriously, without yoga and working out, I’d be a mess.”

It’s a rainy December afternoon in Los Angeles, and Levine, who works out six days a week, is dressed in a black tank top and gray mesh shorts, and he’s primed to get good and sweaty. With fitness, as with everything in his life, nothing is half-assed. After all, this is a guy who isn’t content with one tattoo, he has sleeves. He isn’t just a pop star, the lead singer for the band Maroon 5, he’s a bona fide TV star, too—the alpha-male coach of NBC’s hugely successful singing competition *The Voice*. So it only makes sense that Levine doesn’t have one trainer. He has a team.

His yoga instructor, Chad Dennis—who also trains One Direction’s Harry Styles and wears his hair in the same man-bun—tells me they’ve been working out together, on and off, for eight years. Dennis often travels with Maroon 5 on tour. He recalls an early conversation with Levine’s manager. “He called me and said, ‘How much would it cost to buy you for the year?’ I threw out some absurd number. Literally 10 seconds later, he was like, ‘Done.’”

As Levine flashes his flexibility by extending his body upward into tree pose,

I can’t help but notice there’s a playfulness to him that doesn’t translate to any screen. Unlike his persona on *The Voice*, where he often (intentionally) comes off like a confrontational jerk from an ’80s movie, in person he’s more like the handsome, mischievous kid from your Hebrew school class—the kid who hung out in the bathroom during Shabbat services bragging about two girls he made out with at camp. But that’s part of his appeal: The dude’s just the right amount of threatening without being dangerous.

It’s a formula that is clearly working out for him. Besides, say, Justin Timberlake or Beyoncé, Levine’s about as successful as a musical artist can be, flourishing in a fearful industry plagued by plummeting record sales and shaky alliances with streaming services like Spotify and Pandora. Though technically his side gig, appearing on *The Voice*, which premiered in 2011, currently earns him roughly \$22 million a year. Maroon 5’s latest album, *V*, released in 2014, debuted at No. 1 on the Billboard charts on the heels of the band’s most profitable touring year ever the previous year. In 2013, he took a big swing at Hollywood when he starred opposite Keira Knightley in the drama *Begin Again*. And February marked the beginning of Maroon 5’s next world tour, with a two-night run at New York’s Madison Square Garden.

Yet that’s only part of Adam Levine Inc. After trash-talking celebrity fragrances in 2011 (he tweeted: “I also would like to put an official ban on celebrity fragrances. Punishable by death from this point forward.”), Levine released his own eponymous “eau de parfum” two years later. He shills for the acne skin care line Proactiv. He recently signed a deal with NBC to produce a sitcom partly inspired by his life. And he’s even gotten into the mass-market fashion business, starting a clothing line sold exclusively at Kmart. In 2013, *The Hollywood Reporter* estimated his yearly earnings at \$35 million. “I don’t see myself as any sort of mogul,” he says. “I think that’s hilarious that that’s even said. But, at the same time, I take a lot of opportunities that come my way.”

In the meantime, Levine’s managed to become something of a divisive cultural talking point. He was mocked on an episode of HBO’s *Girls*. (Stuck in the car on a road trip, the main character, played by Lena Dunham, sings along to Maroon 5’s “One More Night” until her boyfriend silences the radio with his fist.) When *People* magazine named Levine the Sexiest Man Alive in 2013, the website Jezebel called it a “stunning victory for douche bags everywhere.”

Ouch. Of course, every huge star has plenty of fans and haters alike, but there’s something about Levine that seems to bring out particularly strong opinions in both of them. Could it be his privileged upbringing? Or is it his Steve Perry-esque, falsetto voice? Or is it simply rooted in jealousy? After all,



he's been linked to basically every woman you've ever crushed on, from tennis pro Maria Sharapova to Hollywood stars like Jessica Simpson and Cameron Diaz. This year he married supermodel Behati Prinsloo. (But if you fear domesticity taking its toll on Levine, know that he's hung a decorative wooden block over their kitchen sink that reads: "The only reason I would kick you out of bed is to fuck you on the floor.") And by now the annual Victoria's Secret Fashion Show is basically a reunion episode from his own personal season of *The Bachelor*.

But as I watch Levine transition from yoga poses into a set of punishing reverse burpees, it's clear that he resides at the eye of his own storm: He's all focused intensity. He's also pushing himself too damn hard—each burpee has more burst than the one before it—to be simply some self-satisfied rocker cruising through life. And just when I think he's ready to slow down, he cranks his Beastie Boys Pandora station up even louder and rolls onto his back for a set of reverse crunches.

"He's in the best shape of anybody I've ever trained," says his at-home trainer, Teri Ann Krefting, who works for celebrity trainer Harley Pasternak. "Honestly, he works out like crazy."

OK, now I'm curious: Just where the hell does all this intensity come from?

ADAM LEVINE, AGE 35, WAS RAISED IN LOS ANGELES, where his father owns an upscale chain of clothing stores called M.Fredric. As a young man, Adam used to appear in the store's local TV commercials. He and his dad remain very close. He shows me a photo of them running a 10K for charity in 1985, and Levine the elder looks straight-up *Magnum P.I.*, complete with mustache and muscular arms.

Levine grew up going to fancy private schools and spent at least one summer at a theater camp in upstate New York. (When Taylor Swift appeared on *The Voice*, she revealed that Levine's weakness is "musical theater songs.") As a kid, he celebrated holidays with his parents' best friends, who happen to be actor Jonah Hill's parents. In high school, Levine started a rock band; he and his buddies played clubs on the Sunset Strip and got drunk and smoked weed at Hollywood house parties. So, if he's so confident in who he is today—and we'll get to that soon—perhaps it's because he knows who he isn't.

"I fucking grew up in L.A. with a bunch of hipsters I constantly wanted to smack in the mouth," Levine says. "They were all so goddamn cool. I hated it. I'm like, 'Guys, I don't want to be cool. Fuck that. It's stupid. It's boring. And it's sad. I want to have fun. And make pop music.'"

It turns out you can do both. Maroon 5's first album, *Songs About Jane*—a breakup album, basically, about Levine's stomped-on heart—has sold more than 5 million copies. The band won the 2005 Grammy for Best New Artist, and Levine enjoyed the spoils like so many rock stars before him. But it wasn't enough. By late 2010, the group hit a crossroads. "The band was struggling a bit," he says. "We were still successful. But we were three albums in. [The music] really wasn't fresh anymore. It wasn't working." That's when Mark Burnett, the TV producer behind *Survivor*, gave him a call.

On paper, the idea of doing *The Voice*—an *American Idol* knockoff with a high-concept twist (the celebrity judges, including Levine, compete for the chance to coach the contestants)—didn't make much sense. Says Levine: "It's not like I was some sort of Svengali, thinking, '*The Voice* will open the door for my "branding," and then I'll do the clothing line.' I thought it was going to be, at best, a paycheck and an experience. And maybe, like, a small blemish on my career. But that it was going to *enhance* the credibility of our band? I could never have told you that."

The biggest knock against *The Voice* is that, after seven seasons, the show hasn't produced one Kelly Clarkson-level star. But that's not exactly true. The music act that's benefited the most from *The Voice* is Maroon 5. The song "Moves Like Jagger" (which featured

The Voice co-star Christina Aguilera) became the sixth-top-selling digital download of all time. All that advertising-friendly prime-time exposure has made Levine a bona fide megastar, and he hasn't been shy about cashing in on his marketability. When he senses a looming question about greed, he cuts me off: "I've pulled out of deals for

things that didn't feel right."

I mention Proactiv. "I grew up with horrible cystic acne," he says. "I was in high school. I was a pissed-off teenager. When Proactiv came to me, I was like, Great, I get to make some money and also help a kid get it together. It felt like an honest transaction." Of the Kmart collection, he insists: "They're fucking great clothes." He's not finished. He points to the kitchen counter, telling me there are two bottles of tequila there he might endorse.

"The whole nature of the music business has changed so much," Levine says. "Back in the day, everyone had a lot of pride and a certain purity. That was a really beautiful thing. But that's changed. Rather than lamenting things not being that way anymore—which is something I spent plenty of time doing—I'm more interested in exploring what the future is. People are really hung up on a lot of things they don't need to be hung up on anymore." In other words: Don't hate the player, hate the game.

I ask him whether the band's fans have changed since *The Voice*. "No," he says with a laugh. "There's just more of them." He takes another minute to think on the subject and then adds: "You know what's rock and roll? Doing whatever the fuck you want to do."

LEVINE'S GRAB-EVERY-OPPORTUNITY PHILOSOPHY ISN'T much different from the principle that fuels his training program. "I'm going to get older, and I won't be able to do a lot of this shit," he says, pointing at a kettlebell. "At least I'll be able to be like, 'I did that shit once.' I want to see what I can do with my body."

Right now he can do quite a lot. When Krefting kicks the shit out of him, Levine eases up only on exercises that could strain his elbow, which is currently wrapped in an elastic brace. "I've got a little bit of golf elbow," he explains, laughing. "How do you hurt yourself playing golf? It's the lamest way to hurt yourself." He's such a golf nut these days he says he studies pro golfers' swings on YouTube late at night. I ask him if he has trouble sleeping.

"My problem is, I never want to go to sleep, because I'm too stoked to be alive. I'm always like, Yeah! I'm in bed, but I could be doing something awesome right now." Dennis, his yoga instructor, laughs: "Every day is Christmas for Adam."

It's a joke, but he's kind of right. Levine seems to be having more fun than your typical megastar, which is what makes him such

**"I don't want to be cool.
Fuck that. It's stupid. It's boring.
And it's sad. I want to have fun.
And make pop music."**

Hair by Shaul Arby/Owner Shampoo on 3rd using Kerastase Pate Capital Force + Laque Dentelle; Grooming by Darcy Gilmore/SBC Global using Sisley-Paris Skincare; Tailor, Brian Frank/Larson





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The Cardigan

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Cardigan:
VINCE CAMUTO
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BOSS GREEN
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OPPOSITE PAGE:

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A cotton and Lycra blend, traditionally found in athletic wear, gives this classic coat an athletic edge.

Coat: LACOSTE
Hoodie: BUFFALO
DAVID BITTON
Tank: BOSS
Shorts: LACOSTE
Watch: GEOFFREY
BEENE

Want it? See page 133.



Last fall, a strange thing happened: We saw sweatpants become one of the hottest items in menswear. Not only did this gym-bag staple become appropriate to wear pretty much anywhere, it also became a favorite of runway designers, who paired it with classic weekend wear such as blazers and cardigans, blurring the lines separating formal, casual, and athletic clothing.

This spring, menswear is an all-out melting pot. Tank tops, cardigans, hoodies, jackets, windbreakers—they're all converging. The result—classic pieces constructed of high-tech athletic materials—is a decidedly active look tailor-made for guys who hit the gym.

PHOTOGRAPHS
BY WILSON FINN



RETHINK
THE JACKET:
PAIR IT WITH
ATHLETIC
WEAR.

The Jacket

With no shoulder pads, this sports jacket stands in for a shirt.

Jacket: ORIGINAL
PENGUIN
Shorts: PERRY ELLIS
Tank: NAUTICA
Watch: NIXON

OPPOSITE PAGE:

The Hoodie

Knit sleeves add comfort and mobility to a nylon hoodie.

Hoodie: MICHAEL KORS
Sunglasses: OAKLEY





The Windbreaker

Reflective nylon turns a waterproof top layer into a standout piece postsundown.

Windbreaker:
PERRY ELLIS
Sweatpants: 2(X)IST

OPPOSITE PAGE:

The Sneakers

Once broken in, suede sneakers conform more accurately to the foot than standard leather.

Sneakers: PUMA
Tank: DKNY
Watch: SEIKO



The Gym Bag

Smart padded construction protects your gear from gym lockers and overhead compartments.

Bag, tank, and sweatpants:
CALVIN KLEIN
Watch: CITIZEN

OPPOSITE PAGE:

The Watch

A sharp sports watch can make the transition from a suit to sweatpants in a second.

Watch: JORG GRAY
Tank: RALPH LAUREN

**MAKE YOUR
GYM BAG WORK
DOUBLE-DUTY
AS A WEEKEND
CARRYALL.**







CHANNING TATUM AND THE QUEST FOR THE PERFECT BUZZ

For centuries, the remote tribes of the western Amazon have thrived on the unique caffeinated powers of guayusa, a so-called mystical “super leaf” they say boosts physical endurance, curbs hunger, and even conquers fear. Today, two young American entrepreneurs and one adventurous Hollywood A-lister are bottling it and taking it mainstream.

BY ANDY ISAACSON

Opposite: Channing Tatum in the western Amazon jungle near Tena, Ecuador, in May 2014.



CHANNING TATUM HAS A RECURRING DREAM

in which he sprints furiously across an unfamiliar landscape, then, arms outstretched, takes flight, soaring above the terrain like a hang glider. ¶ A version of this dream comes to him one night in spring of 2014, while dozing in a hammock deep inside Ecuador's rainforest. This time he runs up a hill dotted with tall trees. At the crest stands a forbidding wall that rises as he draws nearer. Barefoot, he bounds up the wall and, reaching the top, sees a vast territory unfurling toward the horizon. He pauses, then plunges down the other side.

The next morning Tatum recounts the details of the dream to a group of us sitting on tree stumps around a smoldering fire, in a remote indigenous Sápára settlement near the border of Peru. The villagers have painted our cheeks with a reddish pigment made from tree seeds, issued us each Sápára names (Tatum takes "Tsamaraw," which means "protector spirit"), and blown tobacco smoke into our faces to expel negative energy.

In our hands are coconut shells that contain a caffeinated elixir we've traveled 4,000 miles to find: guayusa, a plant native to the western Amazon, whose green, elliptical leaves have been a staple of the region's indigenous populations for thousands of years.

The Sápára drink guayusa ("gwhy-YOU-sa") for stamina, and as a tool to interpret dreams—like the one Tatum is in the middle of recounting. Shipibo medicine men in Peru prescribe a strong, guayusa-based drink to patients who suffer from trauma, as a way to conquer fear. The Kichwa people, in Ecuador's northern jungle, say the plant also kills hunger, and often pack guayusa leaves as their only sustenance on long hunting expeditions.

A Kichwa man had described to me the mystical circumstances surrounding the discovery of the plant's energy-boosting properties. It was during an era of tribal warfare; one night the spirit of a tree told a sleeping Kichwa sentinel, "Hey friend, I can help you." The sentinel awoke to find a bush rustling nearby. He chewed its leaves, and immediately felt alert and animated. Today the Kichwa refer to guayusa as "the night watchman's plant."

Tatum, the star of *Foxcatcher* and this summer's *Magic Mike XXL*, has come to the Amazon to sample the plant for a different reason. An investor in the New York-based beverage startup Runa (a Kichwa word meaning "fully alive"), the first company to produce drinks containing guayusa, he wants to learn everything there is to know about it. We've spent the last few days with Runa's co-founders, Tyler Gage and Dan MacCombie, drinking, farming, and literally bathing in guayusa as women pour bucketfuls over our heads.

Gage and MacCombie represent the latest entrepreneurial rush

into the rainforest—a place from which, in recent years, marketers have emerged with billion-dollar beverage products like açai. And leveraging Tatum's celebrity, the pair hope to break into the \$30 billion energy drink market, a field dominated by Red Bull and brands like Monster Beverage, which has concocted a juggernaut out of guarana, another caffeinated Amazonian plant. Trouble is, unlike guarana, few people have heard of guayusa. And Tatum, Runa's unofficial spokesman (his exact role is still being hashed out), hopes to change that.

After Tatum finishes describing his dream, a soft-spoken Sápára man focuses on him: "Your running represents the instinct of always striving to go further," he says. "By making it to the top, you made it in your personal, professional, and spiritual life—there is nowhere else to go. But that expanse on the other side: That is the platform to recognize who you truly are."

I wait for Tatum to lighten the mood. After all, this is the *Jump Street* star whose dick jokes have gone viral, and who's a well-known prankster off camera. In fact, earlier this trip he yanked me from a raft into a fast-flowing river and goaded me into eating a squirming grub from a palm tree. I expect him to react to this shamanic psychoanalysis with a self-deprecating joke.

Instead Tatum nods along earnestly, pauses, then takes a sip from his coconut shell and launches into yet another dream, about waking up in a room from which he can't escape.

"This happens a lot," he begins, "and I wonder what it means..."

THE DAY BEFORE, AT RUNA'S FACTORY in Archidona, Ecuador, Gage, MacCombie, Tatum, and his producing partner, Reid Carolin, take a tour of the company's guayusa factory. Inside a low-slung white building covered in plastic, a woman in hospital scrubs and a surgical mask stirs beds of leaves, allowing them to dry and oxidize. They smell pleasant, like freshly cut grass, and Tatum snatches a pile and burrows his nose in it. He and Carolin first discovered Runa at a Whole Foods in New Orleans while shooting *21 Jump Street*, in 2011, and the drink became their lifeblood as they raced to finish the *Magic Mike* script. "We were hammering it like it was a drug," says Tatum. "Runa went in smooth and left smooth, and gave a longer buzz than coffee." He now starts every day with a can of it. The next morning, I watch as he slams one then backflips off a 50-foot bridge into a river.

Previous spread: Tatum: Brian Bowen Smith; Illustration: Steven Noble

All Clothing: NAUTICA
Want it?
See page 133.



Grooming by Jane Choi/Stockland Martel

**"WHEN I FIRST
DRANK GUAYUSA,
I FELT VERY
AWAKE AND
ROOTED AT THE
SAME TIME,"
SAYS RUNA
CO-FOUNDER
TYLER GAGE.
"IT WAS STRIKING."**

An 8.4-oz can of Runa's energy drink comes in two flavors: Berry, with 17 grams of sugar, and Original Zero, a sugar-free version. Both have 120 milligrams of caffeine from guayusa leaves, which are dried in Archidona, shipped to a facility in New Jersey, then brewed into the carbonated energy drinks as well as a line of glass-bottled teas flavored with mint, hibiscus, and lemongrass.

Before Gage and MacCombie launched their company, not a single scientific paper had been written about guayusa. The Kichwa people say the plant can replace food on lengthy jungle trips. Both Gage and Tatum say that after drinking guayusa, they feel a pleasant boost without the jitters coffee gives them. "I needed something that gave me a longer burn and didn't leave me cracked out," says Tatum. Gage recalls a curious sensation the first time he drank guayusa. "I felt very awake but rooted at the same time," he says. "I wasn't sure why, but it was striking to me."

Recent research conducted by Applied Food Sciences, a U.S. supplement firm that plans to market guayusa extract, offers evidence to support the "slow burn" claim. The plant is part of the holly family, and appears to offer the virtues of both tea and coffee: Its leaves contain significant levels of various antioxidants, including the catechins found in green tea, which reputedly fight cancer and boost metabolism, and the chlorogenic acid in unroasted coffee beans, which spurs weight loss by slowing the uptake of glucose from the intestines.

In addition to natural caffeine, guayusa also contains theobromine, a stimulant abundant in chocolate. Ounce for ounce, there's less caffeine in guayusa than in dark roast coffee, but for reasons not yet well understood—having to do with the synergistic effects of these various compounds—the body metabolizes the caffeine in guayusa over a longer period of time.

"For endurance athletes who'd like to have more of a sustained release if they're doing something more than a quick run—this really helps for that," says Chris Fields, vice president of scientific affairs at Applied Food Sciences, which is starting clinical trials to investigate guayusa. "It's a really unique plant, and now we seem to understand why it's been used for centuries by Amazonian groups—it has so many medicinal benefits."



Guayusa lacks tannins, the compounds in green and black tea that give it its bitter, puckery quality. When I drink a 14-oz bottle of Guavo Zero Unsweetened Runa, it tastes like watered-down tea. When I sample one of the 8.4-oz cans of Runa Original Zero (with a hint of lime), the first thing I notice is a sharp acidic tinge of artificial lime that instantly dissolves into a leafy, tea-ish aftertaste. The fizzy, one-two punch reminds me more of a store-bought Arnold Palmer than it does a syrupy Red Bull. (If you ask me, that's not a bad thing.)

Guayusa's energy kick is gradual, more tortoise than hare. After one serving, I feel a subtle caffeine lift, not a spike. (For those who rely on the jolt of a Grande Pike Place or Monster, take note.) Two servings later, though, my body feels alert, and I'm humming along like a machine. I can see why Tatum and Carolin drink it during script-writing marathons. "The whole reason we [embraced Runa]," says Carolin, "was because we saw the effect this product had on our creativity."

By offering a product with this unique kick, and by touting its claim of clean energy, Runa hopes to muscle into a marketplace cluttered with less healthy choices. The definition of "energy drinks" is

somewhat elastic—they're marketed as dietary supplements—but all tend to share large doses of caffeine combined with taurine, glucuronolactone, carnitine, B vitamins, and ginseng, various forms of stimulants, which, in excess, can give rise to harmful side effects. Most energy drinks also pack lots of sugar. An 8.4-oz can of non-diet Red Bull has nearly seven teaspoons of added sugar. (The American Heart Association advises no more than nine teaspoons of added sugar a day for men.)

Though the health effects of all the various chemical and herbal ingredients used in energy drinks and their possible interactions with caffeine are largely untested, the consequences of excess caffeine consumption are well understood: tachycardia, arrhythmia, hypertension, seizures, insomnia, and anxiety. According to the Centers for Science in the Public Interest, a health advocacy group, FDA documents show that in the past decade, 34 deaths have been linked to, and possibly caused by, energy drinks.

"Energy drinks are clearly causing symptomatic arrhythmias," says Stacy

Unbottled. Runa contains both the antioxidants found in tea and the chlorogenic acids found in coffee.



Jungle Images: Brian Bowen Smith; Runa: John Lawton



Jungle jackpot. From left: Runa co-founder Tyler Gage takes a guayusa bath in Ecuador; Channing Tatum with a member of Ecuador's Sápapa tribe; Gage and his partners Dan MacCombie and Tatum strategize.

Fisher, M.D., director of complex heart diseases at University of Maryland School of Medicine. Market research firm Mintel reported last year that nearly six in 10 Americans who consume energy drinks or shots—mostly 18- to 24-year-olds—say they now worry about their health.

“Right now, our low-hanging fruit is reluctant Red Bull drinkers who are like, ‘I drink this stuff but I know I shouldn’t, I know there’s something better’—which I think is a huge audience,” Gage says. “We just need to communicate in the right way to get them.”

GUAYUSA HAD NEVER BEEN GROWN commercially until five years ago, when Gage and MacCombie, two friends from Brown University, began shipping bags of the leaves to the U.S. Today Runa is sold in 7,000 stores across the country, including Safeway, Whole Foods, and Vitamin Shoppe. Last year, the company took in \$2 million in sales; this year it’s on track to make \$6 million.

Runa has also attracted an eclectic mix of investors, including responsAbility, a Swiss sustainable management fund; a successful musician and producer named Dr. Luke; and the founder of Zico coconut water, Mark Rampolla.

Another investor, New York artist Neil Grayson, who’s a friend of Tatum’s and knew of the actor’s taste for Runa, connected him with Gage in 2013. Tatum immediately noted an auspicious coincidence: The character he’d played in his 2006 breakout film *Step Up* was also named Tyler Gage. If for no other reason, he tells me, “the sheer sake of weirdness” piqued his business interest in Runa.

Gage first tasted guayusa in 2005, after his freshman year in college, when he was in Costa Rica doing research with an American ethnobotanist. At the time, Gage, who’d been recruited to play soccer at Brown, was obsessed with health, nutrition, and peak performance. He’d tried going vegan for 18 months and Paleo for a spell, and even experimented with lucid dreaming. “I was interested in what the human mind has the capacity to do,” he says.

Eventually Gage came upon books by a decorated triathlete named Mark Allen, who’d studied the teachings of a Huichol shaman from Mexico. “He was relatable to me, from an athletic performance point of view,” says Gage, who reached out to Allen after his freshman year. “This wasn’t a dude who believes in spirits and wooah. No—homie won the freaking Ironman six times, and he attributes his success to the strength he learned with shamanism.”

Gage studied with Allen, who inspired him to study plant

medicine in the Peruvian Amazon. There, for college credit, Gage researched the ethnolinguistics of the Shipibo people, while the Shipibo shamans put him through intensive ceremonies and diets. “Every day I had to get up at sunrise, drink these gnarly plants, and basically sit out in the jungle by myself,” he says. “It was really intense and really cool. And I can’t really explain it, but that’s when I remember feeling things shifted inside me.”

When Gage got back to Brown, his friend MacCombie was enrolling in a class on social entrepreneurship; he dragged Gage along. The course required that they write a business plan. In Peru, Gage had seen how Amazonian communities are often drawn into business with oil and logging companies for lack of any economic alternatives, so the two conceived of a company selling a guayusa-based beverage. As far as they were concerned, it was a class exercise. But their professor—an entrepreneur named Danny Warshay, who’d worked for Duncan Hines—urged them to think otherwise. “It hadn’t even crossed our minds,” Gage confesses. Over late nights, however, the idea marinated. In December 2008, two days after he and MacCombie graduated, they flew to Ecuador.

After six months of backpacking among villages to secure guayusa suppliers, Gage and MacCombie landed a \$50,000 small business grant from Ecuador’s Ministry of Export, which in 2010 they used to build Runa’s first research facility, a steel drying-chamber in a bamboo garage full of chickens. Larger grants from the Ecuadorean government and the U.S. Agency for International Development allowed them to build the first real Runa factory. They shipped guayusa back to the States and managed to sell the first

“FOR ENDURANCE ATHLETES WHO’D LIKE TO HAVE MORE OF A SUSTAINED CAFFEINE RELEASE OVER A LONGER WORKOUT,” RESEARCHER FIELDS SAYS, “GUAYUSA REALLY HELPS.”

boxes to Whole Foods. At a natural foods trade show in 2011, Gage and MacCombie were hawking samples of their “Amazonian tea” from a remote corner booth when Neil Kimberley, former brand director at Snapple, happened by and offered to help formulate their product. “You guys seem pretty cool,” he told them. “Give me a call.” He’s now on Runa’s board of advisors.

Today, Runa’s harvest comes from 3,000-plus local farmers, who tend the bushy plant in traditional gardens called chakras. The company’s also launched a nonprofit that funds the largest reforestation program in the Ecuadorian Amazon, partly supported by the MacArthur Foundation, and is also helping guayusa farmers form cooperatives.



Three of the NBA's best-dressed ballers throw out their top style tips while wearing our favorite suits of the season

PHOTOGRAPHS BY PETER YANG

style points

GET FITTED

Rudy Gay Sacramento Kings

• • At 6'8", Rudy Gay, the low-key Baltimore native who routinely rocks brands like Givenchy and En Noir and counts rapper Wale among his friends, learned the golden rule of suiting faster than most. "You need a tailor," Gay says, adding that the gym crowd stands the most to gain from bespoke clothing. "Athletes work out a lot, and you want to be able to show that when you wear clothes. When you tailor something, the difference is like night and day. It makes you want to show off." You don't have to be connected like a celebrity athlete (or get paid like one) to look like a player, either—just find yourself a trusty tailor who fits your budget. "Obviously, there are situations, like on the red carpet, where I have a stylist," Gay says. "But I don't have my own personal tailor; I just have people I call to help me out."

• •

Suit: MICHAEL MICHAEL KORS Want it? See page 133.





BE DARING

Nick Young

Los Angeles Lakers

●●● He may be the Lakers' small forward, but when it comes to style, Swaggy P (a name he says was divinely given to him in a dream) champions going big. "Yeah! Why not?" says Young, who, as half of one of pop culture's hottest power couples (he's dating Australian recording artist Iggy Azalea), is becoming known as much for his style off the court as he is for his athleticism on it. "I like to hear what people think. Sure, sometimes I look back on pictures and say, 'Why did I wear that?' But you've got to be daring." While Young, a tastefully eccentric dresser, counts Pharrell Williams, Kanye West, and Dennis Rodman among his style influences, he also believes that sometimes it's the more subtle choice that makes the biggest statement, such as this classic Boss suit. "It's normally not me—I don't wear a suit often," he says. "But I like to change it up a little bit. I like variety and showing a different side of me."

●●●

Suit: BOSS



KNOW THE
DRESS CODE

Tim Hardaway Jr.

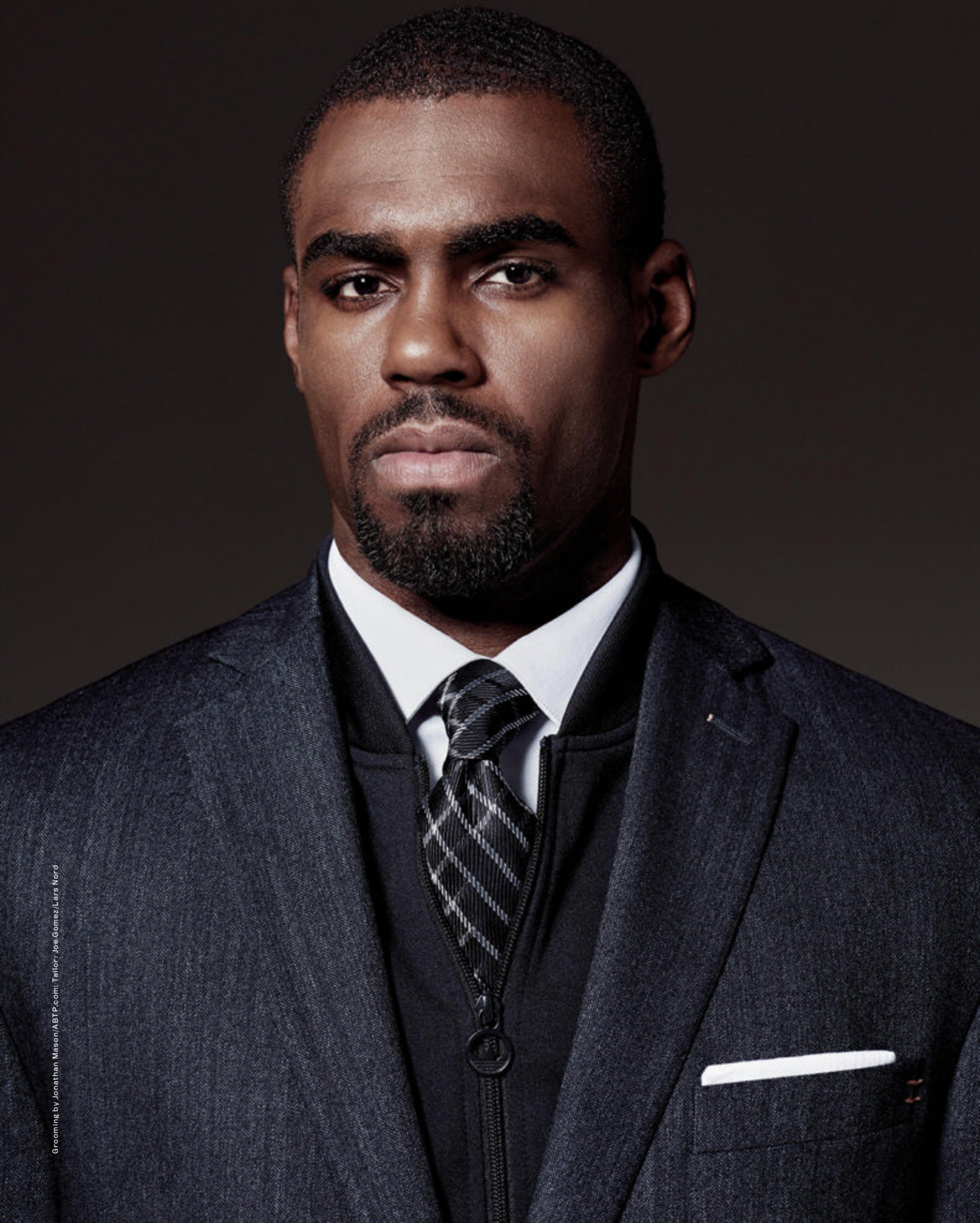
New York Knicks

● ● ● Rare kicks, selfies with Lil Wayne and Snoop Dogg, yacht parties in Istanbul—welcome to the amazing life (OK, Instagram feed) of Tim Hardaway Jr. But if it's any consolation, Hardaway's sense of style didn't come naturally. When the Knicks' shooting guard first arrived in New York from the University of Michigan, it was a wake-up call. "You definitely have to dress to impress out here. That's basically the motto for this city," he says. "People out here really got swag." And since he was entering the NBA arena, the expectation was even higher. "Melo, J.R., Amar'e—these guys are always on blogs and in magazines for how they dress," Hardaway says, "so you definitely have to step up your game when you're around them." Hardaway's no-fail style solution: "Definitely a suit," he says. "I remember wearing a three-piece during All-Star Weekend last year. On websites, on Instagram—everybody liked it. It was a great feeling."

● ● ●

Suit: TALLIA ORANGE







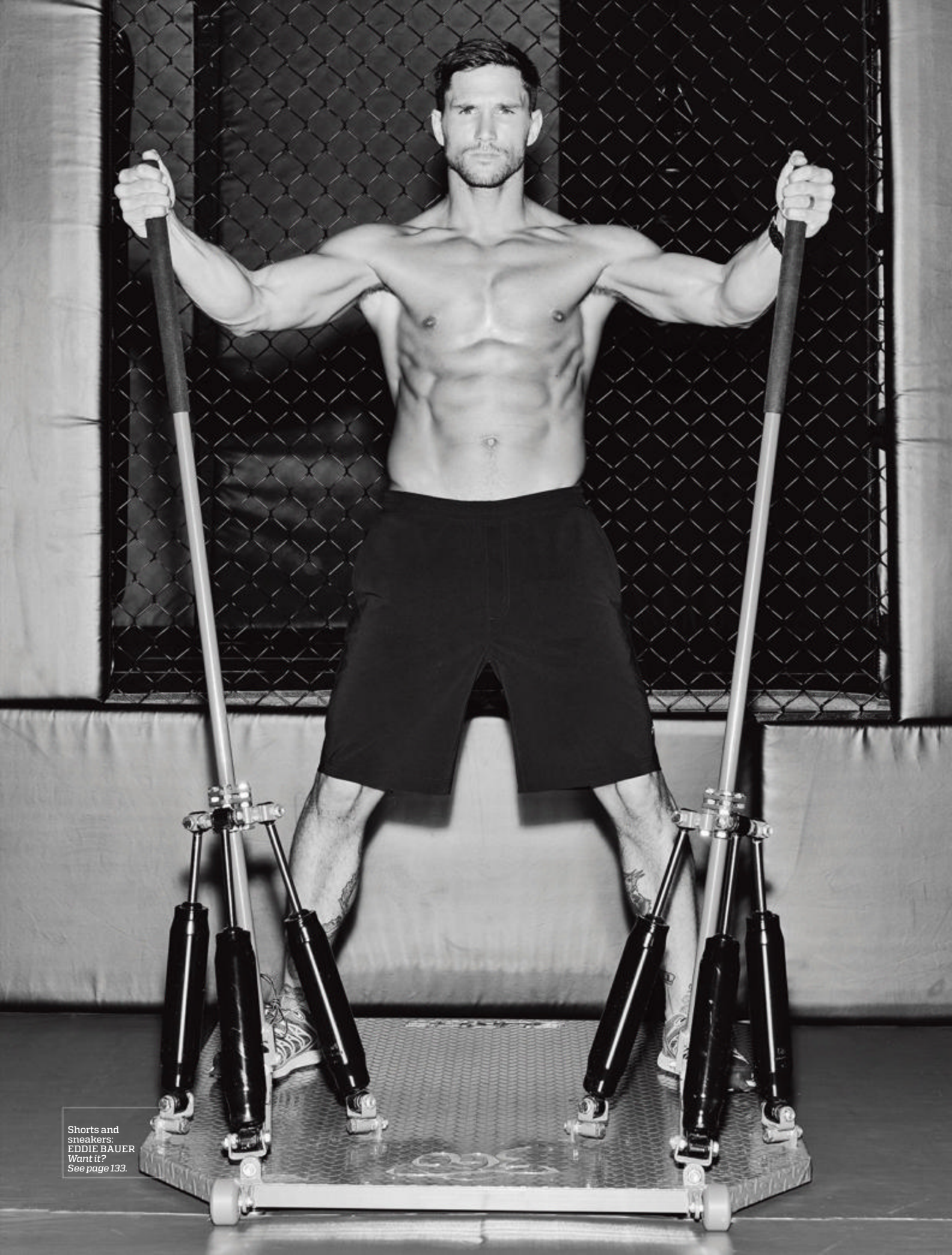
Getting ripped on the Sunset Strip

At a secret new “club” hidden in the heart of Hollywood near the famed Chateau Marmont hotel, pro athletes, supermodels, movie stars, and Hollywood power brokers are using a wildly unique new blend of MMA training, gridiron intensity, and ultra-high-end equipment to create the lean, ripped bodies they need for the field, ring, screen, and runway. Meet the unbreakable guru of Unbreakable Performance Center, NFL football analyst and power networker Jay Glazer.

BY TYLER GRAHAM PHOTOGRAPHS BY PETER YANG



Sweat and sin. Clockwise from top center: Unbreakable Performance Center founder Jay Glazer with his trusty dog, Alma; an Unbreakable client testing the gym's cryotherapy chamber, where liquid nitrogen is cooled to minus-270°F; the entrance to the Chateau Marmont; an Unbreakable client jumps rope; the unmarked entrance to Unbreakable Performance Center (foreground) and the Chateau Marmont; former NFL star Shawne Merriman training; Hollywood; the Pink Taco restaurant below Unbreakable Performance Center; the Sunset Strip.



Shorts and
sneakers:
EDDIE BAUER
Want it?
See page 133.



There's a secret at the Pink Taco in Los Angeles.

No, it's not the underground tunnel that burrows beneath its foundation and winds its way to celebrity haven Chateau Marmont down the block. It's not the ingredients the taqueria puts in its sauce, either. It's actually what's happening above the restaurant, just beyond an unmarked third-floor entrance, where a who's who of Hollywood boldface names gather for something far less decadent: a chance to sweat at one of the most technologically advanced and exclusive gyms ever conceived.

One afternoon last November, just past the floor-to-ceiling photo of former Chicago Bears linebacker Brian Urlacher and the mural featuring MMA legend Chuck Liddell, the room is teeming with a clientele that includes models, actors, musicians, and the sort of leggy Hollywood publicists who seem straight out of HBO's *Entourage*.

In one corner there's Armie Hammer, star of such movies as *The Social Network* and *The Lone Ranger*, sparring with his brother-in-law in a boxing ring. In another, the UFC's Randy Couture works out with his girlfriend, model and actress Mindy Robinson. Shawne Merriman, the former NFL linebacker, is nearby doing speed drills. Oh, and speaking of *Entourage*—this is also where Jerry Ferrara, the actor who played the show's formerly portly sidekick Turtle, is preparing for his upcoming role as the lean Italian pugilist Arturo Gatti in Mark Wahlberg's forthcoming boxing project.

At Unbreakable Performance Center, the word-of-mouth facility that officially opened its doors last year (not that just anybody can waltz in—an unlimited membership costs \$2,000 a month), there's a palpable energy and star wattage that makes sense only when you see its founder and impresario—the man responsible for luring everyone here in the first place—explode through the pink doorway and start working the room.

Stout and muscular in a T-shirt and workout pants, Jay Glazer—Fox NFL analyst, tireless networker, and friend to NFL Hall of Famer Michael Strahan—clearly knows everyone and seems to have no concept of the idea of “personal space.” One moment he slips on a Muay Thai pad on his arm and blocks kicks from Armie Hammer, the next he runs over and tackles Mindy Robinson and puts her in a wrestling hold, which she doesn't seem to mind. (Perhaps more important, neither does Couture.) “You'll never get bored here,” Glazer later tells me, for the fourth time.

But if repetition and predictability are indeed the roots of boredom, Glazer has a point. As I scan the room, I'm surprised to discover no one's lifting huge weights. No one is maxing out his or her deadlift or bench press. Equally surprising is that there are no Smith machines, treadmills, ellipticals, or stationary bikes—or really anything else your regular Equinox-goer might recognize. You'd sooner find a pair of four-figure stiletto heels on the premises than you would a standard Cybex machine.

Instead, everyone is on his or her feet doing something active, either

swinging around a sandbag, knocking out dynamic lunges with a twist, or sparring on the mat. Couture doesn't seem to be lifting anything heavier than 15 pounds. Robinson is doing the same workout, matching move for move. Ten paces from them, world-class classical pianist Chloe Flower (who recently lent her musical stylings to Nas' “A Queen's Story”) is sprinting while the song “You're the Best” by Joe Esposito—otherwise known as the montage rocker from *The Karate Kid*—blares at ear-splitting decibels. That's when it hits me: What's most unique about Unbreakable Performance isn't even the crazy clientele. It's the fact that everyone's basically doing the same workout.

Then I walk around and study equipment, most of which I've never seen before. Just off the main floor, there's a cryotherapy chamber that's used in place of a traditional 30-minute ice bath. Instead of sitting in a 33° icy soup, Unbreakable members stand in a gaseous bath of liquid nitrogen at minus-270°F for two minutes. (Granted, that sounds a lot more painful than it actually is, but a device capable of creating temperatures experienced in outer space is still pretty sweet.) Farther down the hall is a hyperbaric chamber used to increase oxygen flow to boost recovery from workouts, which raises air pressure to three times normal and pumps out 100% oxygen (compared with the 20% in regular air), both of which increase the body's red blood cell count, stimulate human growth hormone, and energize the immune system. Across the room is the ReACT eccentric trainer, which mimics the act of surfing. Gymgoers stand on a platform and bend their knees, and the machine takes them through the range of motion of the squat but without the need to load up the spine with heavy weights.

Then I see the gym's most popular machine. Called the Sproing Trainer, it looks like a traditional treadmill but is much smarter. (Think iPod Classic vs. iPhone 6.) The machine has a harness that lets you lean forward to re-create the natural motion of running—that is, running on the balls of your feet rather than heel striking—and a very soft surface that makes it feel like you're running on sand. Both these features take the load off your joints and let you train harder with much less effort. The uneven grounding coupled with the support of the harness means you can knock out a session of sprints, lunges, and squats that can pass for a full leg workout in five minutes flat.

I give Glazer a curious look, and he smiles.

“How's that for an upgrade to leg day?” he says.

T

THOUGH NEVER A PROFESSIONAL ATHLETE, Jay Glazer always kept himself in fit, fighting shape—usually for good reason. Born in Asbury Park, NJ, Glazer spent many of his postcollege years in Manhattan, bartending, bouncing at nightclubs, and doing other odd jobs to make ends meet. He once manned the front door of a club owned by the mob. “I'd find razor blades when searching someone for weapons and cut my hand,” he says. “I was like, ‘This job sucks!’”

At the same time, he was trying to make it in the elite world of sports journalism. For the not-so-princely sum of \$450 a year, he took a gig at local TV station NY1 to report on the NFL whenever they'd give him airtime. “I'd take on any kind of stringer-type work I could find,” he says.



Friendly duel. Glazer (left) and former San Diego Charger Shawne Merriman, who says he's dropped 35 pounds since he started working out at Unbreakable.



Inner circle. Unbreakable's mural, painted by artist Gabe Richesson, from left, Glazer, Dashon Goldson, Chuck Liddell, Anthony Barr, Brian Urlacher, and Lindsey Berg.

“We’ll get 25 guys in here for the NFL combine. They’ll run the 40-yard dash in 4.6 seconds. We get them down to 4.3.”

He later became a columnist for *The New York Post*, where he earned another \$9,000 a year. “Everything else was odd jobs to make a living.”

Glazer didn’t make much cash for more than a decade—but he made a lot of friends. He became best pals with Strahan, the Giants defensive end, with whom Glazer would hitch a ride from the stadium to save money after covering the game as a reporter. “Michael would be getting a treatment, and I’d be like, ‘I need a ride, let’s go!’” Glazer says. “And Michael would always be like, ‘Why do I put up with this shit?’” Eventually, Glazer parlayed all his tidbits of media work and insider contacts into a gig with an “adult size” paycheck with CBS at *NFL Today*. “I think I owe Strahan about \$25,000 in Lincoln Tunnel toll fees,” he adds. Glazer then landed a job at *NFL on Fox* in 2004 as “the NFL Insider,” a role in which you’ve likely seen his goateed mug 1,000 times.

“He’s just a great guy to be around,” says Liddell, one of Glazer’s pals and a training partner at the gym, about Glazer’s undeniable appeal. “You can trust him. He’s dependable, with a great reputation. And these guys coming to the gym, particularly the pro athletes, just love to be around him because they’re learning new skills to improve themselves

on the field. And it’s fun. He’s magnetic. He’s just got a certain energy that people like. He’s goofy and always fun to be around.”

Glazer’s metamorphosis from struggling journalist-bouncer to workout czar-guru didn’t just happen overnight. About 10 years ago, he was drawn to the up-and-coming sport of mixed martial arts when he began helping a friend prepare for an underground MMA fight in Brooklyn. Glazer, who already had a background in wrestling, became so obsessed with martial arts that he went on to train under Renzo Gracie of the famous Brazilian jiu-jitsu dynasty and even won an amateur grappling tournament, the NAGA Submission Championship—which just happened to take place the day before his debut appearance at Fox. Not surprisingly, his face got busted up in the process.

“David Hill, who’s the boss, sees me and says, ‘What the fuck happened to you?’” Glazer says. “I told him I’d just won a world submission championship down in Atlantic City! He says, ‘I don’t know what the fuck that is, but you’ll never fucking do it again!’” When Fox relocated Glazer to Phoenix, he became pals with Jared Allen, the NFL All-Pro defensive end who was playing for the Kansas City Chiefs. Allen adopted Glazer’s makeshift MMA workouts, suddenly dropped 30 pounds—and had the best year of his career, with 15 sacks.

“That was the start,” Glazer says. “Then Clay Matthews [of the Green Bay Packers] called, and he’s like, ‘I want you to do for me what you did for Jared.’” So Glazer—an amateur MMA buff with no training degree or nutrition background to speak of—started working out with NFL Pro Bowlers, teaching them the improvised workout he’d cobbled together from his experience with martial artists.

And his clientele grew. Last year, when Glazer was training NFL brothers Kyle and Chris Long at various MMA gyms around L.A., fellow Fox host Brian Urlacher approached him about starting a gym together. “He’d been one of my best friends for, like, 12 or 14 years,” Glazer says. “In Chicago, I was the only guy he’d give interviews to, and after he started the training and saw what nomads we were, he was like, ‘Jay, we gotta open up our place.’ And that was it.”

So what does Glazer’s form of MMA training offer an NFL athlete? According to him, it’s all about the arms and hands. “If we’re on the field and you’ve got the ball, it’s stupid for me to try and slap it out of your hands,” he says. “You’ve got a bunch of sensitive nerves in your forearms and muscles that are going to wear out.” Instead, Glazer forms a fist and punches my forearm. “I do that enough times, and you’re going to think, ‘I’m fucking sick of this guy covering me,’ and by the fourth quarter you’re going to have trouble hanging on to the ball.” It’s this kind of fight that doesn’t exist in guys who simply train by lifting barbells, Glazer says. “We’re creating players who are more flexible. They can get lower to the ground and better utilize leverage. They better understand the dynamics of body-to-body contact.”

What Glazer lacks in formal experience, he says, he makes up for with boundless energy. “Look, I don’t have a lot of talent. I’m a 5’7” Jewish kid from New Jersey, and I’m not good at much except for my sheer force of will,” he says. “A lot of people say quitting is hard, but it’s not. Quitting is the easiest thing you can do. But to keep going when everyone tells you you can’t do it and keeps shutting doors in your face—that’s difficult.”

It’s this go-go nature, charisma, and deep Rolodex that’s made Unbreakable Performance a reality. In addition to Urlacher, Olympic volleyball star Lindsey Berg and prominent restaurant owner Tony LaPenna are partners. So is Craig Ley, the owner of three restaurants that Glazer is also an investor in, just shouting distance down the Strip. One is an Irish pub called Rock & Reilly’s, which is opening a Manhattan

The Unbreakable Workout

The typical Jay Glazer workout is broken into “clusters” of three sets of three exercises, each of which starts with hardcore abs. This, Glazer says, replicates the short frenetic burst of martial arts combat and makes sure the core gets the biggest workout of all. Here’s a full session you can do in any gym.

ABS

Get in a situp position parallel to a wall. Do a traditional situp, but at the top of the motion turn and slap the wall with both hands. Do 10, then turn and repeat on the opposite side. Next, switch your position so your feet are facing the wall. Now do 10 and slap the wall directly in front of you. Repeat these 30 situps before each cluster.

CLUSTER 1

EXERCISE 1: Grab 20-pound dumbbells, then hold and rest them on your shoulders. Lunge forward with your right foot, then return to the start position. Now do a traditional squat. Next, rotate your torso to the right as far as you can. That’s one rep. Do six on each side.

EXERCISE 2: Lie on the bench with the dumbbells and do a traditional bench press. At the top of

the motion turn your wrists so your palms face each other and do a flye. That’s one rep. Complete six reps.

EXERCISE 3: Grab a heavier dumbbell or kettlebell and bend over at the hips with one foot in front of the other, keeping your lower back flat. Row the weight with one arm to your hip pocket. Do eight explosive reps on each arm.

CLUSTER 2

EXERCISE 1: Stand holding 15-pound dumbbells and do an overhead press. While the dumbbells are extended, turn 45 degrees to the right and lower the dumbbells slightly and then snap them back up. Next, rotate once more to the right as far as you can and repeat the snap. Repeat on the other side, and that’s one rep. Do three.

EXERCISE 2: Holding the dumbbells at your

sides, do a lunge. In the bottom of each lunge, do a biceps curl. Alternate legs and repeat six times.

EXERCISE 3: Grab an exercise band and loop it over a bar. Sit on the ground cross-legged and, with a wide neutral grip, pull the band down to the floor. Do 12 reps.

CLUSTER 3

EXERCISE 1: Repeat the bench press with the flye from Cluster 1, but this time do it on an incline bench. Six reps.

EXERCISE 2: Hold 15-pound dumbbells at your sides. Drop into a squat and hold that position, then raise the dumbbells outward until your arms are parallel to the floor. Repeat until your shoulders burn out.

EXERCISE 3: Hold heavier dumbbells out in front of you, and row them up to your chin, spreading your elbows as far apart as you can. Do 10 reps.



outpost across from Madison Square Garden and recently launched its own eponymous whiskey with ginger that the group hopes will become the next Fireball, the popular cinnamon-flavored spirit. The partners also own Yellowtail, a high-end sushi joint, and Pearl's, a craft cocktail spot serving American food. Business is booming—and the New Jerseyite is more than enjoying his new life in L.A.

“The football players especially all love to come out here in the off-season because it’s where the clubs and the girls are,” says Jamal Liggin, one of Glazer’s head trainers. “We get 25 guys in for the combine. They’ll come in here running the 40 in 4.6 seconds, and we get them down to 4.3—it’s all about little tricks here and there.” Under Glazer’s direction, the guys split their days between speed work and strength, all the while taking care not to overtrain so they can maximize each day of the 12-week combine training program. In the afternoons, they also work with Glazer to prep for dealing with the media and glean advice from guys already in the NFL.

“Agents learn about the program because they see the results guys are getting, so they pay for their prospects to come here,” Liggin says.

T

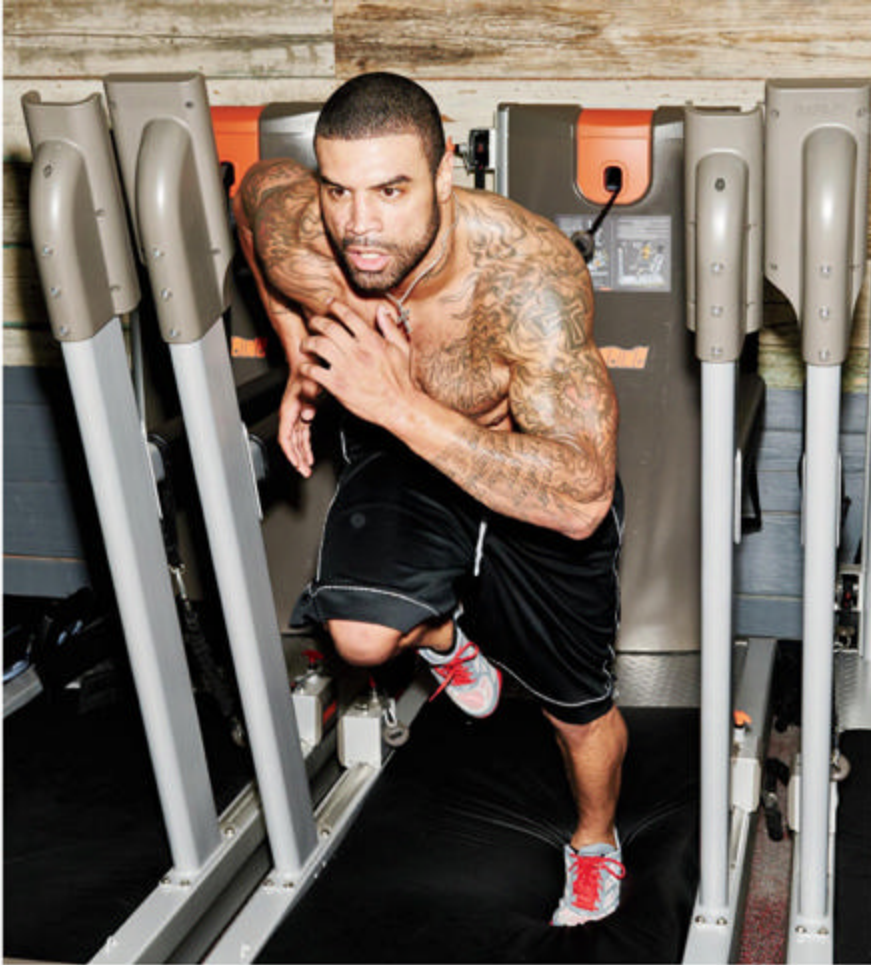
THE PRINCIPLES OF THE UNBREAKABLE workout, which is built around the notion that you should never overdo it, are applicable to everyone, Glazer explains. MMA guys used to train with heavy weights in the morning, he says, and by the time sparring practice rolled around in the afternoon, they’d be too worn out to reap the maximum benefit of the

technical work needed to be successful in their sport.

And so it goes for every other athlete, whether it’s a pro linebacker, a weekend warrior, or an actor looking to land his first soap opera role: Overtraining is a terrible idea. “We don’t want to break you,” Glazer says. “We want to take you to a place that’s going to change your body but not tire you out for the rest of the day. My goal is to keep moving people’s breaking point further and further.”

Unbreakable trainers separate workouts into “clusters” that include three sets of three different exercises to hit the whole body. The typical workout is three clusters—nine exercises total—done in about 25 minutes. Essentially, it’s the gym’s take on high-intensity interval training, or HIIT. The slower you are through the movement—whether you’re using free weights or Unbreakable’s expensive machines—the lighter the load. The faster you are through the movement, the greater the load. In an Unbreakable class, you’ll see three guys doing standing shoulder presses with a twist using different size dumbbells.

One machine Glazer himself uses to maximize his dynamic low-impact workout is the Surge 360, essentially a platform with two upright barbells that move in various directions, with resistance provided by hydraulics. So the harder you push, the harder the exercise



Sproing training. With a harness that encourages a natural running motion—and a soft, sandlike surface—the treadmill-inspired Sproing Trainer encourages less wear and tear on your joints and a more difficult workout.

becomes. This means that Liddell and a swimsuit model can stand side by side and do the same series of chest presses or flyes and each get the right amount of resistance for their body type.

But you can get a similar effect at home with barbells. The key—and it’s an important one—is to engage your whole body. When clients use the Surge 360, they’re standing up and firing their abs, neck, back, legs, etc.—exactly the opposite of what happens when you sit or lie down to do traditional presses or flyes. Boiled down, it means you engage more muscle and don’t need to spend as much time at the gym. And, because you’re not going heavy, you’re much less likely to injure yourself.

One of the most popular attractions at Unbreakable these days is the Bulgarian Bag, invented by Olympic Greco-Roman wrestler Ivan Ivanov. It’s a sandbag in the shape of a crescent moon, which can be swung around the body more easily than a traditional duffel-style sandbag. Holding one end of the bag in each hand creates an accelerating and decelerating motion on opposite sides of the body, adding up to a more dynamic workout. Again, it’s all about re-creating real-life scenarios. When you get in an MMA fight—or, say, have to block a linebacker—each load is variable just as it is when you toss around a Bulgarian Bag.

Bottom line, Glazer based Unbreakable Performance on the idea that everything is a fight, whether you’re simply pushing yourself at the gym before a day at the office, racing for the tape in your local 5K, or clawing through an offensive lineman. “As a fighter you have to think, ‘I’m getting that motherfucker, and him and him and him,’” he says. “I want everyone thinking, ‘I’m getting that motherfucker.’” It’s a lesson he knows all too well. After all, his entire career, it’s been one fight after another. “No one ever said I’d become a journalist. But I busted my ass and eventually got myself into Giants Stadium. No one said I’d be a grappling champion. And no one would have ever imagined I’d be training NFL players.” He pauses a moment and scans the room.

“And we see how that worked out.” ■

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I'm looking for a pair of eyeglasses that's good for the office or out at a bar but is also durable enough for the gym. Any ideas?

DAVE V., LAS VEGAS, NV

"Thankfully, gone are the days of Horace Grant-style rec specs," says Sabir M. Peele, founder of *mensstylepro.com* and a former NCAA track and field athlete. But finding eyewear that easily transitions from the gym to the bar is tough, so Peele advises that you seek inspiration from stylish frame-wearing athletes of the past, notably tennis player Arthur Ashe. "Ashe's squarer-framed eyewear gave his face structure and didn't look too sporty or worklike," Peele says. Today's analogue would be a great Wayfarer. "You'll definitely want to avoid an overly rounded version, because it'll start to look too elegant and won't translate well to the gym," he says. "So go for a thin frame with a lens size of about 50 millimeter, like the Ray-Ban RX5317."

Glasses: RAY-BAN
Want it?
See page 133.



SHORTY THE BARBER

ENLIGHTENED
ADVICE FROM
GROOMING EXPERT
SHORTY MANIACE

I'M A GUY WITH SHORT HAIR. DOES IT REALLY MATTER WHAT KIND OF SHAMPOO I BUY?

DARREN T., MACON, GA

The short answer to that is: yes. When you're using shampoo, you're not just cleaning your hair, you're cleaning your scalp. And cheap shampoo can make your hair harder to manage, even if it's short.

A lot of the drug-store shampoos contain wax-based fillers—the same stuff that goes into floor waxes and antibacterial cleaners. These can clog up your hair follicles and leave a waxy coat on your scalp. Often the cheap “antidandruff” stuff actually promotes buildup by coating your scalp. You have to continually use the product to “treat” the problem. The worst, though, are the two-in-one shampoo and conditioners. Using them is like washing your car with soap and wax together—it just makes no fucking sense. But if you need some cheap drugstore shampoo, don't pick anything that “adds more shine” or “makes your hair thicker and fuller.” Just get some simple, ordinary shampoo, like a TRESemmé. And don't forget the conditioner.

Shorty Maniace is the proprietor of J.P. Kempt Barber & Social in San Francisco. Send your questions to askshorty@mensfitness.com.

Is it true that personality traits affect your overall health? And if I'm preternaturally stressed out, what does that mean for me?

RAND S., PORTLAND, OR

Your personality can, and in fact does, affect your health, it turns out. People who are high in conscientiousness—that is, “neat, organized, and achievement-driven”—enjoy better physical health, says Jean M. Twenge, Ph.D., author of *Generation Me* and professor of psychology at San Diego State University. “It's most likely because they have the self-control to eat right and make it to doctor's appointments,” she says.

So what if that's not you? Fortunately, you can increase your self-control by starting small. “Self-control is like a

muscle,” she says. “It gets tired if you use it too much at one time but stronger the more you use it long-term.”

But if you're always stressed out—well, you could be heading toward neuroticism, which, unfortunately, is linked to physical health problems and is a risk factor for depression. But there's good news: “Through meditation, exercise, social interaction, a good diet, and other strategies, that stress can be managed,” Twenge says. “You'll be healthier as a result.”

Is there a scientifically proven “best” type of music to work out to? Is rock better than rap? Or maybe fast-bumping house music?

DAN S., TOPEKA, KS

There is an ideal workout music, says Costas I. Kara-

georghis, Ph.D., a sport psychologist at Brunel University London and author of *Inside Sport Psychology*—but it's not really a question of genre.

Rather, if you want to motivate yourself, the best workout music touches you personally—such as, say, the theme from your all-time favorite action movie. “When I hear Bill Conti's ‘Gonna Fly Now,’ the theme from the *Rocky* film series,” Karageorghis says, “I feel as though just about anything's possible in the gym.”

Of course, you can't go wrong cranking up a playlist of “fast, loud, rhythmical, percussive, bass-driven music,” Karageorghis adds. “It's particularly good for psyching yourself up before a weight-training session.” Also good: music of 130 to 140 beats per minute, such as Pitbull's “Feel This Moment.” And go for upbeat lyrics, too.

To recap: Use what moves you and steer clear of any broody Radiohead. Got it?

I'm a typically healthy guy who often hits the gym, but I'll be frank: I like drinking with my friends on the weekends and occasionally overdo it. What's the “healthiest” way to have a big night out and minimize the damage? Don't lecture me.

CHAD J., SAN FRANCISCO, CA

According to Jim White, R.D., spokesperson for the Academy of Nutrition and Dietetics, “Liquor is healthiest if served ‘alone,’”—that is, without sugary sodas or juices. Which liquors? “The clearer types, which go easier on the body and are less caloric,” he says. So think vodka and gin.

Then there are the other, more obvious actions that can help: Eating good food to avoid nutrient depletion, drinking tons of water, and boozing only on a full stomach and after consuming fats and carbs.

White's recommendations for preparty meals that will help offset the harsh effects of alcohol

on your body: a fish that's high in fatty acid (such as salmon), with a side of whole-wheat pasta, or Greek yogurt with fruit.

I'm suffering from, uh, “occasional irregularities.” Are there stretches or exercises I can do to help with digestion?

JOE E., SEATTLE, WA

Absolutely. Regular exercise of any kind improves your body's ability to digest food, as long as the workouts aren't too extreme, according to nutritionist, ex-international sports competitor, and best-selling author Amanda Hamilton.

Yoga is a huge help, she says, as the twisting postures compress the colon and aid digestion. She advises a simple spinal twist: “Lie on your back, hugging your knees in gently, inhale, and on the exhale, drop the knees to the left, compressing the right side of the body, then vice versa. Stay for at least five breaths at each side.”

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Is splitting wood a good workout? And is there a proper technique I need to know about?

PAUL S., MINNEAPOLIS, MN

If you split enough wood, says former competitive lumberjack Brett McLeod, “you'll be as strong as the ax you swing.” But before you start hacking at the trees behind your house, you'll need a splitting block—usually a large log—to rest under the wood you're splitting as a safety catch for the ax, McLeod says. Also, choose a heavier ax that provides a bigger head (and a better workout). To start, stand with your legs wider than shoulder-width apart. With one hand at the bottom of the handle and one at the top, raise the ax straight above your head; slide the top hand down as you swing, and hit the wood on its front edge. Repeat. Although your biceps, abs, and shoulders will burn, you'll feel like a man. (True story: A 2013 study in *Evolution & Human Behavior* found that tree chopping significantly boosts testosterone.)





THE SHOWER IS RISKY FOR SEX. BUT FOR A STRICTLY "ORAL" AFFAIR, IT'S HEAVEN FOR HER.

What's the best way to make shower sex work?

MIKES., AIKEN, SC

Shower sex is tricky because it's awfully difficult to find a position that works that isn't uncomfortable—usually for her. (Sorry, guys, those acrobatic porn shower scenes aren't usually fun for the ladies.) And it's tough to put a condom on a wet penis, compounded by the risk that it could slip off or break. Honestly, your best move is to keep your shower sex an oral affair. Besides, when she's nice and clean, there's a good chance she'll enjoy it more. ¶ But if you're hell-bent on going all the way in the shower, follow these steps: 1) Put the condom on before getting in. 2) Use a silicone-based lubricant (such as Astroglide) that won't wash off as easily in water. 3) Don't consider soap, lotion, or bath gel makeshift lube—they can seriously irritate your lady and, if they're oil-based, weaken condoms. 4) Choose a position where you can both anchor yourselves—her leaning against the wall facing you, or standing doggy-style so you can both have your hands against the tiles. ¶ Oh, and don't grab a shower rod that isn't firmly bolted to the wall.

in general I love our sex life?"

Then, fella, make sure you ask her if there's anything you could do better.

My sex drive is superlow in the morning, but my girlfriend's is superhigh. What can I do to compensate in the a.m.? Also—what's wrong with me?

LANCE B., TULSA, OK

First off, there's nothing wrong with you. Probably. It's completely normal for guys not to want sex all the time (even if your guy friends all put on a front like they do).

In terms of increasing your morning drive, identify what type of person you are in the morning. Are you always tired and hate getting up? If so, get up 15 minutes before your girlfriend and have a cup of coffee or a light breakfast

before getting back in bed, and that might do the trick. If you're the type who wakes up anxious and needs to feel productive, then maybe taking the time to write down a quick schedule for the day will help you relax about work commitments and concentrate on sex. If you're a clean freak or ultrasensitive to smells, then maybe jumping out of bed to brush your teeth will put you in the mood.

Finally, our sexual responses are completely habit-based. Meaning: The more you have sex in the morning, the more you'll associate the mornings with sex, and the hornier you'll become in the a.m.

Amber Madison is a New York-based therapist, author, and sex expert. Send your questions to askamber@mensfitness.com.

SEX FILES

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ADDRESSES
YOUR MOST
INTIMATE
QUERIES**



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How do I get the message to my girlfriend that she needs to improve in the oral-sex department?

TONY D., SIOUX CITY, IA

As in any aspect of your life, the key to good, constructive feedback is specificity. Before you go dropping a bomb on your partner, be sure to figure out exactly what your complaint is: Is it frequency? Technique? Teeth?

The next rule: Be gentle and complimentary. Sexual skills and performance

are sensitive issues. Make sure your girlfriend understands that you value her dedication to pleasing you (that she goes down on you in the first place) and that, all in all, you're satisfied with your sex life. Also, let her know that you want to please her and are open to any suggestions or thoughts she has.

Say something like this: "I really love our sex life, and I think it's important that we talk about it, check in with each other, and figure out how to make

it the best it can be. I feel awkward talking about this, especially since I know I don't do everything perfectly myself, and I'm sure you have feedback for me, too. But I want to talk to you about [insert oral sex problem here]." Follow that with something like, "I hope you know I think you're amazingly sexy."

Give her the feedback—and some time to digest it—then check in with her about how she's feeling about it: "Was it OK that I said that?" "Do you understand that

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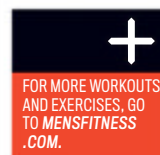
The Book

EDITED BY SEAN HYSON

Balled up

Your best possible body is lying dormant inside of you. It's being kept from you by muscle imbalances, poor lifting technique, and the lack of a solid plan to make progress with your workouts over time. But it's our mission to help you finally live up to your full potential. We have the perfect routine for it on page 112, but if you can't get to a gym, our medicine ball workout on page 126 will help work your muscles in a way you may never have tried to yield abs that pop out from your skin. Pursue your potential, and discover what you're truly capable of.

Tank: H&M
Pants: GAP
Tech: FITBIT
Wrist: IF
See page 133



Styling by Shandi Alexander; Grooming by Mary Guthrie/ABTP.com using Oribe + Mac Mineralized Foundation

MARIUS BUGGE

111

The perfect Workout

Build muscle, improve mobility, and bulletproof your joints with one routine that does it all

By Jim Smith, C.S.C.S.

Plate time. Exercises like the plate halo improve mobility in the shoulders and enhance muscle gains.

Talk to enough big, strong guys with admirable physiques and you'll notice that one complaint keeps coming up: They're all hurt. There seems to be an unwritten rule that training to build muscle has to wreak havoc on your joints—but we're about to break it. In fact, you can have a great-looking body without wrecking it along the way. This plan incorporates careful programming, mobility, and corrective exercise to help you safely build both muscle and strength.

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	COMPETITOR BRAND 1	ROXY™	COMPETITOR BRAND 2
First Thermogenic Softgel†	×	✓	×
Fast Acting FEEL IT FAST	×	✓	×
Consistency (Dosed to precision)	×	✓	×
Highest Quality/Premium (Unlike compressed tablets and capsules that can take up to an hour to be absorbed in the body, softgels take just a few minutes.)	×	✓	×



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† When combined with a proper exercise and nutrition regimen. Statements based on early-stage independent 3rd party in vivo and / or in vitro model scientific research data findings for individual ingredients.

How It Works

■ Lifting weights compresses the joints and can lead to injury. There are two main ways to prevent lifting-related aches and pains: Master perfect technique so your body can bear the stress of heavy weights as safely as possible, and vary the loads you use so you never under-go too much stress for too long.

Our program improves technique by way of mobility, with exercises such as the face-pull that activate and balance out the muscles around the shoulder to allow for safe, efficient lifting. These moves actually help you perform your bench press better, so we tucked them in between your first few sets. We also change the sets and reps on your main lifts weekly to vary the stimulus.

All these safety precautions make you a better lifter, so it's easier to add muscle.

Directions

Perform each workout (Day I, II, and III) once a week, resting a day between each session.

Perform exercises marked with a letter ("A," "B," and "C") in succession. So you'll do one set of A, then B, and then C before resting (unless otherwise noted). Repeat until all sets are complete for the group.

The sets and reps assigned to the first lift in each workout will change weekly. Follow the program as written here for the first week, and go to mensfitness.com/perfectprogram to see these additional directions.

Day I

1A BENCH PRESS

Sets: 6 Reps: 5, 5, 5, 5, 5, as many as possible
Rest: 120-180 sec.

Grasp the bar just outside shoulder width and arch your back. Pull the bar out of the rack and lower it to your sternum. When the bar touches your body, drive your feet hard into the floor and press the bar back up. Perform five sets of five reps, and then use 75% of that load on your sixth set and do as many reps as you can. In between your first two sets only, perform the pushup and face-pull during your rest period.



Tank: ALTERNATIVE APPAREL
Shorts: REEBOK
Watch: NOOKA
Shoes: NIKE
Want it? See page 133.

1B PUSHUP

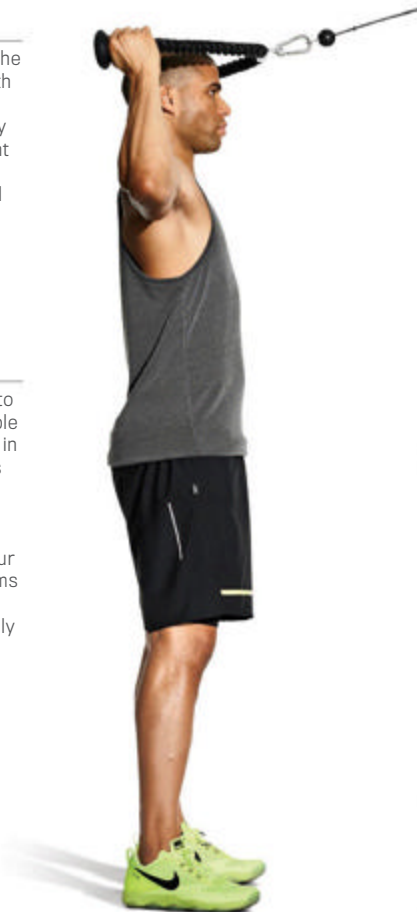
Sets: 2 Reps: 10

Place your hands on the floor at shoulder width and extend your legs behind you. Your body should make a straight line; brace your abs. Lower your body until your chest is an inch above the floor and then push back up.

1C FACE-PULL

Sets: 2 Reps: 20

Attach a rope handle to the top pulley of a cable station. Grasp an end in each hand with palms facing each other. Step back to place tension on the cable. Pull the handles to your forehead so your palms face your ears and your upper back is fully contracted.



2A INCLINE DUMBBELL ROW ISO-HOLD

Sets: 4 Reps: Hold for 30-60 sec. Rest: 0 sec.

Set an adjustable bench to a 30- to 45-degree incline and lie on it chest down. Pick up a dumbbell in each hand and row the weights to your sides. Hold them there with your back fully contracted.



BEGIN ANY ROW BY DRAWING YOUR SHOULDER BLADES BACK.

2B INCLINE DUMBBELL ROW

Sets: 4 Reps: 20
Rest: 0 sec.

Keep the same setup but perform the exercise for reps.

2C BENTOVER LATERAL RAISE

Sets: 1 Reps: 12-15
Rest: 90-120 sec.

Stand holding a dumbbell in each hand and your hips back until your torso is nearly parallel to the floor. Make sure your lower back remains flat. Let your arms hang with palms facing each other. Squeeze your shoulder blades together and raise your arms out 90 degrees to your sides. Hold the top for a second.

3 WIDE-GRIP PUSHUP

Sets: 1 Reps: 50-100
Rest: As needed

Get into pushup position and place your hands outside shoulder width on the floor. Slowly lower your body to the down position—take three seconds. Press back up. Perform 50-100 reps as quickly as you can, resting as needed.

4 TRICEPS PUSHDOWN

Sets: 1 Reps: 100-150
Rest: As needed

Attach a rope handle to the top pulley of a cable station and grasp an end in each hand. Keeping your upper arms at your sides, extend your elbows and hold the end position for a second. Choose a load you can do 12-15 reps with and perform 100-150 reps as quickly as you can, resting as needed.

Day II

1A SQUAT

Sets: 5 Reps: 8, 8, 8, 8, as many as possible
Rest: 120-180 sec.

Grasp the bar as far apart as is comfortable and step under it. Squeeze your shoulder blades together and nudge the bar out of the rack. Step back and stand with your feet at shoulder width and your toes turned slightly outward. Take a deep breath and bend your hips back and then bend your knees to lower your body as far as you can.

Perform four sets of eight reps, and then use 75% of that load on your fifth set and do as many reps as you can. In between your first two sets only, perform the goblet squat and hip mobility during your rest period.

1B GOBLET SQUAT WITH PRYING

Sets: 2 Reps: 3-5

Hold a dumbbell (or kettlebell) by one of its ends under your chin with both hands. Stand with feet at shoulder width and toes turned out slightly. Take a deep breath and bend your hips back. Lower your body as far as you can without losing the arch in your lower back. Now push your elbows into your knees and squeeze your knees into your elbows so you feel tension in your legs. Do this for five seconds and then relax. You'll sink deeper into the stretch. That's one rep.

PRYING YOUR KNEES OPEN IMPROVES MOBILITY IN YOUR HIPS, WHICH CAN REDUCE THE RISK OF BACK INJURY.



1C HIP MOBILITY**Sets: 2 Reps: 30-60 sec. (each leg)**

Place the top of your right foot on a bench behind you and allow your body to sink into a deep lunge so you feel a stretch in the front of your hip. Then turn around and place the bottom of your right foot on the bench. Lower into a lunge and hold the stretch. Now push your right knee onto the bench so your lower leg lies flat and bend forward to feel the stretch. Hold each position at least 10 seconds and then repeat the whole sequence on the other leg.

**2A ROMANIAN DEADLIFT****Sets: 4 Reps: 8-12
Rest: 0 sec.**

Hold the bar at shoulder width and stand with feet hip-width apart. Bend your hips back and bend your knees slightly as you lower your torso toward the floor. Go as far as you can without losing the arch in your lower back. Squeeze your glutes and extend your hips to come up.

2B DUMBBELL SPLIT SQUAT**Sets: 4 Reps: 15 (each leg)
Rest: 0 sec.**

Hold a dumbbell with both hands under your chin and stand with feet staggered. Bend both knees and lower your body until your rear knee nearly touches the floor.

**2C CHINUP****Sets: 4 Reps: 8-12
Rest: 90-120 sec.**

Hang from a pullup bar with hands at shoulder width and palms facing you. Pull yourself up until your chin is over the bar.

3 STEPUP**Sets: 1 Reps: 50 total (each leg)
Rest: As needed**

Place one foot on a bench or box so your thigh is parallel to the floor. Step up onto the box, pushing through your heel, but let the trailing leg hang off the box. Take three to five seconds to lower yourself back down to the floor, keeping your weight on the front leg. Perform 50 reps, resting as needed.

4 EMPTY BAR CURL**Sets: 1 Reps: 100 total
Rest: As needed**

Grasp an empty barbell with hands at shoulder width and palms facing up. Keeping your upper arms against your sides, curl the bar. Perform 100 reps, resting as needed.

Day III**1A DEADLIFT****Sets: 9 Reps: 3, as many as possible
Rest: 120-180 sec.**

Stand with feet at hip width and bend your hips back to grasp the bar so your hands are just outside your knees. Keeping your lower back flat, pull the bar up until you're standing. Perform eight sets of three reps, and then use 75% of that load on your ninth set, doing as many reps as you can. In between the first two sets, do the shoulder quad set and plate halo from the next page.





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NOX-RH1 ©2014 BSN® For best results supplements should be taken as directed over time, at maximum dosage in conjunction with a healthy diet and regular exercise program. Results may vary.

1B SHOULDER QUAD SET

Sets: 2 Reps: 5

Grab a pair of light dumbbells and perform five lateral raises, raising the weights out to 90 degrees. From there, perform five front raises, lifting the weights straight out in front of you to shoulder height. Now do five overhead presses, and then finish with five bentover lateral raises. That's one set.



PERFORM EACH REP WITH PRECISION. DON'T RACE THROUGH.

1C PLATE HALO

Sets: 2 Reps: 10

Hold a weight plate with both hands and make a big circle around your head. Switch directions and repeat. Each change of direction is one rep.



2A SEATED OVERHEAD PRESS

Sets: 4 Reps: 10-15 Rest: 0 sec.

Sit on a bench with a back support and hold a dumbbell in each hand at shoulder level. Press the weights overhead.



2B FULL ROM FRONT RAISE

Sets: 4 Reps: 10-12 Rest: 0 sec.

Hold an EZ-curl bar with hands at shoulder width and let your arms hang in front of your thighs. Raise your arms straight overhead.

2C BENTOVER LATERAL RAISE

Sets: 4 Reps: 15-20 Rest: 90-120 sec.

See the shoulder quad set above.

3 DUMBBELL SHRUG

Sets: 1 Reps: 100 Rest: As needed

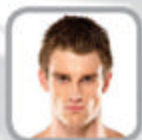
Hold a dumbbell in each hand at your sides and shrug your shoulders as high as you can.

4 WIDE-GRIP PUSHUP

Sets: 1 Reps: 100 Rest: As needed

See page 115.

NEW!



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BREAKTHROUGH!**

DOUBLE THE GAINS

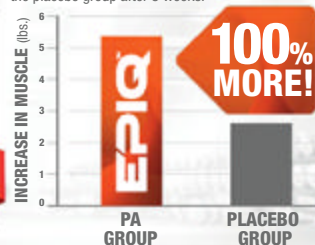
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- 60% Increase in Muscle Strength**
- Increased mTOR Signaling by More Than 6 Times**

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GLUTAMINE &
GLUTAMIC
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Chili out. Sans cheese and fatty meat, chili is a satisfying, low-calorie filler-upper.

MEALS THAT SHRINK YOUR GUT

(AND GET YOU CUT)



■ Sure, eating healthy whole foods is the first step toward burning off your belly. But to lose fat you simply *must* create a calorie deficit—that is, take in fewer calories than you burn. Fortunately, low-cal meals—despite the dire-sounding name—aren't all lettuce wraps and rice cakes. In fact, when you sub these breakfast, lunch, and dinner recipes, including beef chili and chicken cacciatore, you'll be shocked that each comes in at 500 calories or less. Call it sorcery, nutrition savvy, or just plain fitness smarts. Just don't call it a diet.

By Bryan Krahn, C.S.C.S.

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hpi
SPORTS



NIÇOISE SALAD

MAKES: 4 SERVINGS

INGREDIENTS

VINAIGRETTE

- ½ cup lemon juice
- ¾ cup olive oil
- 1 tbsp fresh minced thyme leaves
- 1 tbsp fresh minced basil
- 2 tsp dried oregano
- 1 tsp Dijon mustard

SALAD

- 6 small red potatoes
- 3 eggs
- 8 oz frozen green beans
- 2 medium heads lettuce
- 3 12-oz cans white tuna
- 1 cup grape tomatoes

DIRECTIONS

- 1) Place vinaigrette ingredients in a shaker cup and shake to mix.
- 2) Place potatoes in a pot and cover with 4 quarts water. Boil 15 minutes. Drain and set aside.
- 3) While the potatoes cook, place the eggs (don't crack them) in another pot and cover with water. Bring to a boil and then turn off heat and let stand 12 minutes. Rinse eggs in cool water and peel, then cut eggs in half.
- 4) Place green beans in a microwave-safe dish and add ¼ cup water. Cook in microwave on high 7-10 minutes.
- 5) Rinse lettuce and tear into small pieces. Add to a bowl, then add other ingredients (except eggs) and toss. Place eggs on top. Add vinaigrette to taste.

NICE TOUCH:
AS THE NAME
IMPLIES,
NIÇOISE SALAD
(A MIX OF
TUNA, BEANS,
AND EGG)
ORIGINATED IN
NICE, FRANCE.

NUTRITION (PER SERVING)

414 calories, 67g protein,
8g carbs, 11g fat

Egg White & Salsa Stack

MAKES: 1 SERVING

INGREDIENTS

- 2 slices Ezekiel bread
- 1 cup egg whites
- Salt and pepper to taste
- 2 tbsp nonfat mozzarella cheese
- 2 tbsp salsa

DIRECTIONS

- 1) Place bread in toaster. Coat a large skillet with spray and place over high heat. Pour in egg whites.
- 2) Season eggs with salt and pepper as they cook. Move them around with a spatula until stiff. Add cheese to the egg mixture and turn stove off.
- 3) When the toast is ready, spread salsa on one slice and slide egg mixture on top. Place the remaining piece of bread on top. Plate and serve.

NUTRITION (PER SERVING)

344 calories, 41g protein,
35g carbs, 5g fat

One-stop chop.

A Niçoise salad is a perfect meal, containing protein, clean carbs, and healthy fats in one place.

Three ways to eat less

Take these tips to consume fewer calories

1

Keep fat and sugar in the kitchen

■ After you've prepared your meal and seasoned it, leave butter, sugar, ketchup, and other calorie-laden condiments in the kitchen—away from the table where you'll be tempted to use them.

2

Eat more slowly

■ A 2013 study in the *Journal of the Academy of Nutrition and Dietetics* found that subjects who ate at a leisurely pace were less hungry after meals than when they were rushed. They also ate less food during the meal itself.

3

Leave the evidence

■ Don't let anyone clear your place at the table until the meal is done. Leaving bones, shells, wrapping papers, and anything else that creates clutter can help you appreciate what you've already eaten and dissuade you from eating more.

Trouble saver. This 500-calorie masterpiece can be created in just one pan.



CHICKEN CACCIATORE

MAKES: 4 SERVINGS

INGREDIENTS

- 4 8-oz chicken breasts, diced into cubes
- 1 cup onion, diced
- 1 cup green pepper, diced
- 3 cups mushrooms, sliced
- 1 28-oz can diced tomatoes
- 1 14-oz can tomato sauce
- 1 4.5-oz can tomato paste
- 1½ tsp basil
- 1½ tsp oregano
- 2 cloves garlic, minced

DIRECTIONS

- 1) Coat a deep skillet with spray and place over medium-high heat. Once the pan is hot, add chicken and cook 15–20 minutes, stirring occasionally, until cooked through.
- 2) Add in remaining ingredients and simmer for 1 hour.

NUTRITION (PER SERVING)

500 calories, 80g protein, 29g carbs, 9g fat

SHRIMP & COCONUT RICE

MAKES: 2 SERVINGS

INGREDIENTS

- 16 oz medium shrimp, peeled and rinsed
- 1 cup uncooked white rice
- 2 cups water
- 3–4 drops imitation coconut extract

DIRECTIONS

- 1) Coat a large skillet with cooking spray and place over medium heat. Add shrimp to pan; don't overlap.
- 2) Cook shrimp 2 minutes and turn over. Cook for another 2–3 minutes until shrimp are bright pink.
- 3) While the shrimp cooks, place rice, water, and coconut extract into a pot and bring to a boil. Cover and remove from heat.
- 4) Serve the shrimp over the cooked rice. Garnish with a lime wedge and parsley (optional). Season to taste.

NUTRITION (PER SERVING)

454 calories, 36g protein, 75g carbs, 1.5g fat

Muscle Chili

SEE PAGE 122

MAKES: 6 SERVINGS



INGREDIENTS

- 1 lb extra-lean ground beef
- 1 cup white onions, diced
- 1 cup celery, diced
- 1 16-oz can kidney beans
- 2 10-oz cans whole white mushrooms
- 1 10-oz can low-sodium Campbell's Tomato Soup
- 1 28-oz can diced tomatoes
- ½ tsp salt
- ½ tsp pepper
- 1 clove garlic, diced
- ½ tsp dry garlic
- 1 tbs chili powder

DIRECTIONS

- 1) Coat a skillet with cooking spray and place over medium-high heat. Add ground beef and cook until brown. Move the meat into a slow cooker or coated deep-fry pan.
- 2) Spray the skillet again and place back on the heat. Add the onion and celery. Cook 10 minutes or until translucent, then add to the cooker.
- 3) Pour the remaining ingredients into the cooker and mix. Cook for 6–8 hours on low, or 4 hours on high. (If cooking in a pan, simmer for 90 minutes.)

NUTRITION (PER SERVING)

498 calories, 45g protein, 65g carbs, 8g fat



Flavor fix. Using coconut extract instead of oil saves you 150 calories.

Baller

Use the medicine ball—perhaps the oldest fitness tool—to boost your power and athleticism By Nick Tumminello

Let it fly. Medicine ball training makes you explosive in a way weight training can't.

If you've ever tried Cross-Fit or seen weightlifting in the Olympics, you're aware of Olympic lifts like cleans and snatches—killer exercises for working a lot of muscles and building power. But moves like these can be difficult to learn and even dangerous to do if your form isn't perfect.

Fortunately, you can build the same athleticism and get lean using a medicine ball—a timeless workout tool that will never go out of style. Try this full-body med-ball workout to safely build power and uncover your abs—see results in just 21 days.

Styling by Mindy Saad/Celestine Agency:
Grooming by Mari Shten/ABTP.com

NEW



WHAT'S YOUR

GRITNESS?

You're an extreme athlete with hard goals. An athlete who brings a level of "gritiness" to everything you do. The warrior who drives to the gym through a blizzard, trains legs on a Monday, and pushes past failure on every rep. Someone who thrives against adversity and lives as an inspiration to others. If there was a scale of gritiness, you'd be a 10! True Grit™ supplements are made for you. They supply advanced key ingredients backed by clinical studies to give you the edge you need to dig deeper and get grittier.

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How It Works

Olympic lifts, in addition to being complex to perform, build power that's very specific to—wait for it—Olympic weightlifting. Whether the explosivity you develop really carries over to your performance in other activities is a subject of much debate. Medicine-ball training, on the other hand, is widely used by athletes because it's easy to learn and helps improve explosiveness immediately. Simply throwing the medicine ball in different directions trains your body to generate power without putting any brakes on. You don't have to slow down at the end of the range of motion like you do when you use weights—you can just let the ball fly. The result: a body that performs and a lean six-pack inside of a month.

Plus, research from *Evolution and Human Behavior* found that throwing a med ball develops the cerebellum and posterior parietal cortex of the brain, which improves attention span and concentration. So working out with a ball may make you fitter not just physically but mentally, too.

Incidentally, the medicine ball has a long and interesting history. It was invented in ancient Persia as a tool to train soldiers, and it was used by President Herbert Hoover.

DIRECTIONS

Have on hand two medicine balls of different weights and bounces (see specifics, below). Perform the workout once a week, on a separate day, as a supplement to your regular weight training. Rest two to three minutes between sets, except for the paired exercises (4A and 4B, 5A and 5B). Superset these lifts, resting after the second one. So you'll do a set of A, then a set of B immediately, then rest. Repeat until all sets for that pair are complete.

■ For exercises 1–3, use a ball that weighs 15–25 pounds and doesn't bounce. Perform these moves out-side if possible, so you have room.

1

SQUAT PUSH THROW

Sets: 5–6 Reps: 3–5

Stand with feet shoulder-width apart and hold the ball at chest level, with your elbows underneath it. Squat as low as you can while keeping your back flat. Explode upward, throwing the ball as high as you can. Allow the ball to hit the floor, pick it up, and reset.



PIVOT ON YOUR BACK HEEL AS YOU THROW, AND MAKE YOUR SHOULDERS AND HIPS MOVE AT THE SAME RATE.

2

REVERSE SCOOP THROW

Sets: 5–6 Reps: 3–5

Stand with feet shoulder-width apart and hold the ball at arm's length in front of you. Bend your hips back and lower your torso toward the floor while keeping your lower back in its natural arch. Explosively extend your hips and throw the ball overhead and behind you. Walk to the ball and begin the next rep.



3

SIDE SCOOP THROW

Sets: 3–4 Reps: 3–5 (each side)

Stand with legs staggered and your left foot forward. Bend your hips and knees slightly and hold the ball at arm's length. Twist your torso to the left, shifting your weight to your left foot, then throw the ball across your body to the right as if you were throwing something heavy into the back of a truck.



■ For exercises 4A through 5A, use a rubber medicine ball that weighs 6–15 pounds and has some bounce to it.

4a

PUNCH THROW

Sets: 4–5 Reps: 4–6 (each side)

Stand with your left foot forward. Squeeze the ball with both hands and twist your torso to the right, winding up. Explosively throw the ball straight in front of you as if you were shot-putting. Walk to the ball and repeat on the other side.



4b

LUNGE AND OVERHEAD THROW

Sets: 5–6 Reps: 4–6 (each side)

Hold the ball overhead and lean backward until you feel a stretch in your abs. Step forward and throw the ball at a wall. Make sure you're back far enough that the ball can bounce before you catch it.



5a

ROTARY THROW

Sets: 4–5 Reps: 4–6 (each side)

Face the wall with feet shoulder-width apart. Hold the ball at arm's length and twist to the right. Explosively throw the ball at a wall and catch it after it bounces off the floor once.

5b

SPRINT

Sets: 4–6 Reps: Run 25–40 yards


On a treadmill or track or outdoors, run at up to 90% of your top speed. Rest as needed and repeat.



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Sneakers: PUMA
Want it?
See page 133.

Nature's fat burners

How three common foods can help you lose your gut By Joy Ronson



**HERRING IS A
POTENT
SOURCE OF
VITAMIN D,
WHICH MAY
HELP YOU BURN
FAT WITHOUT
EXERCISE.**

Look at the fat-burner supplements out there and you'll quickly see some similarities on their labels: The ingredients include caffeine with a side of caffeine, topped off with more caffeine. While coffee's special kicker has been shown to aid fat loss, it's not the only food compound that can. There are plenty of options that exist in nature that help reduce body fat by other mechanisms than speeding up your heart rate. Prepare to meet three common foods with fat-burning properties. Are you eating enough of them to lose weight?

NAVY BEANS

These white legumes contain resistant starch, a type of fiber that both contributes to feeling full and controls blood sugar. Resistant starch makes it through most of the digestive system intact until it's broken down in the large intestine and converted to energy. A study at the University of Colorado found that subjects who ate five grams of resistant starch in a single meal (equivalent to about one-half cup navy beans) versus various other amounts burned 23% more fat. Use them in just about any recipe that calls for beans.

Want to pass on the bean gas? You can take supplemental resistant starch, which gives you the best of the bean in a broken-down form. Hi-maize (hi-maize.com) sells it in bags that you can mix into protein smoothies.

HERRING

A 2012 study in *Nutrition Journal* found that overweight and obese subjects taking 25 micrograms (about 1,000 IUs) of vitamin D a day lost "statistically significant" body fat over 12 weeks. Silvery, iridescent herring is one of the world's best sources of vitamin D, containing more than 100% of the recommended daily value in a one-ounce serving.

Grill it and dress with a mixture of mustard, lemon juice, and its own oil for a dinner packed with protein and healthy fats. Or, if you're not a fish lover, you

can get your vitamin D in a pill. Vitamin D₃ supplements (the technical term for the good stuff) are available at gnc.com.

GREEN TEA

Teas may be seen as a lighter coffee alternative, but in the case of green tea, it's not the caffeine content alone that makes it an effective fat burner. Catechins, antioxidants in green tea, appear to have a fat-reducing effect on their own. The journal *Obesity* found that subjects who consumed two servings of catechins (totaling 886 milligrams) in green tea (the equivalent of about 11 cups) reduced their waist circumference and lost more than 2½ pounds of fat over 90 days—no workout required—relative to the control group.

If hot drinks leave you cold, SlimQuick Pure Men Extra Strength offers catechins along with BioPure Green Tea, its own extract that helps with the absorption of catechins for a more potent fat-burning effect. Pick it up at slimquickpuremen.com.



Photo: Getty Images; Supplement: Nick Ferrari

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(continued from page 78)

an appealing presence on TV and in music videos to begin with. For the video of the song "Animals," he and his real-life wife stripped naked and covered themselves in blood. I mention to him that *Girls* star Dunham recently commented on the graphic lyrics of that song, tweeting: "I am an adult woman who writes a lot about sex for my job and I am still scandalized when Adam Levine sings about being 'inside' someone." Levine bursts out laughing, then gets excited. "Did I out-sex her?" The lyric in question is, "But don't deny the animal that comes alive when I'm inside you."

"It's not exactly shrouded in metaphor," he says, adding of Maroon 5's singles. "It's become kind of a game: How do I say the same thing everyone says but do it in a slightly more evocative way? That's one of the exciting things about music: You get to fuck with people. The problem with music nowadays is it's so fucking boringly safe a lot of the time."

I should say: This is the second time I've met Levine. The first was for a story almost two years ago. He'd recently gone through a breakup, and on the subject of settling down, he'd told me: "If you don't get married, you can't get divorced. Why couldn't we learn from the devastatingly low percentage of successful marriages that our last generation went through?"

Today I read the quote back to him, and he levels with me. "That comes from a man who's afraid," he says, "who's operating out of fear."

I ask him if he felt afraid.

"Wasn't it obvious in that quote?" he says. "You're basically admitting that you're afraid to get married because of divorce. You shouldn't be afraid to do things. It's not a good way to live your life."

As we near the end of our interview, he tells me to "make him look cool," referencing a line ("Is it that hard to make us look cool?") from *Almost Famous*. But I don't think he really cares. He knows who he is: a certified pop star with good taste—in women, in fitness, and even in architecture. He's got a Philippe Starck-designed bedside lamp shaped like an AK-47 and works by Warhol and Basquiat in storage.

The house we're in right now is a rental, a massive French country estate in Encino that belongs to former *Entertainment Tonight* host Leeza Gibbons. Levine's living here while he guts a \$4.8 million spread he bought in 2012; he expected the renovations to take a year, but it's now going on two. ("Permits," he says, shaking his head.) He talks animatedly about the cathedral ceiling in the new house and the ice bath he's installing because he likes the way it soothes muscles after a workout. He's even learning to cook. As for having kids, well, the clock is ticking. "My mom ain't asking," he says, "because she knows it'll happen."

As his workout wraps up, Levine wipes a tsunami of sweat off his face and reminds Krefting that he's taking tomorrow off. Behati is flying home from London tonight, and she's going to want to sleep in. "My wife is spoiled," Levine says. "She's blessed with good genetics. She eats cheeseburgers and drinks beer. She's my kind of girl."

I express doubt that someone who wears underwear on a runway eats cheeseburgers and drinks beer with any regularity. After all, they say, pretending to eat junk food is something skinny women do to make other women feel bad about themselves, right? "For 99% of women," says Levine, that's true. "My girl—she's chowing down! She only cares about what she eats because I care about what I eat. She doesn't need to. She's young. When she gets older she'll have to work out." I ask if he's told her that.

"No!" he says. "She's 26. When I was 26, if you told me to work out and eat well? I'd be like, 'Go fuck yourself, I'm 26!'" ■

Moves like Levine's

Get the lean, strong physique of the Maroon 5 hitmaker with his own routine By Kit Fox



■ Between touring sold-out arenas with Maroon 5 and coaching NBC's megahit singing competition *The Voice*, Adam Levine has to keep an A-list body with an A-list schedule. His trainer, the L.A.-based Harley Pasternak, accommodates him with this routine—a full-body circuit—which Pasternak says Levine "attacks" to make the most of whatever time he has. Use it to build your own sleek, athletic physique the next time you find yourself on the road or are short on time between appearances—er, appointments.

HOW IT WORKS

"He gets bored," Pasternak says. "So I designed a circuit workout that's fast, can be done anywhere—even in a hotel in Tokyo—and caters to his favorite movements," which are functional but joint-friendly lifts that promote fat loss. These include the incline dumbbell row, reverse lunge, and superman. The workout takes less than 25 minutes.

The incline row works Levine's lats without stressing his lower back and also strengthens his upper back, improving posture; the reverse lunge helps him avoid wear on his knees (stepping backward is easier on the knee joint than lunging forward, because there's less risk of the knee moving past the toes); and the superman works the core, strengthening the muscles needed for everything from getting out of bed to belting out a tune.

"He's certainly one of the most athletic and toughest people I've ever worked with," Pasternak says. "If he weren't a musician, he'd absolutely have been an athlete."

DIRECTIONS

Perform the exercises as a circuit, completing one set for each in sequence without rest in between. Rest one minute between circuits, and complete six circuits total.

WARMUP

ELLIPTICAL MACHINE
Reps: Work for 4 minutes

Spend three minutes working at an easy pace to get warmed up. Then lower your body into a squat position by bending your hips back and pushing your knees out. (This will work your legs harder.) Go for one more minute in this position.

1 INCLINE DUMBBELL ROW
Reps: 30

Set an adjustable bench to a 30- to 45-degree angle and lie chest down, with your collarbone past the end of the bench so your chest is supported but your head is not. Hold dumbbells and row them back to your hips, pinching your shoulder blades together.

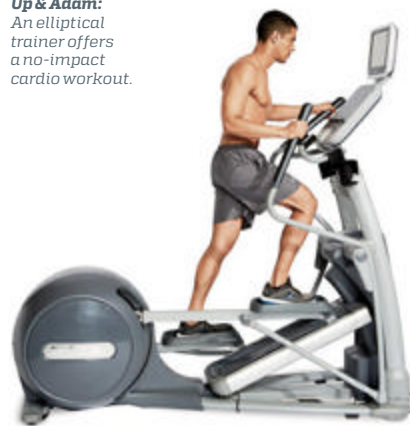
2 REVERSE LUNGE
Reps: 30 (each leg)

Stand with feet hip-width apart and step back with one leg. Lower your body until your back knee is just above the floor and your front thigh is parallel to the floor. Keep your torso upright throughout the movement. Return to the starting position and repeat on the other leg.

3 SUPERMAN
Reps: 30

Lie facedown on the floor with arms extended in front of you. Contract your glutes and raise your chest and thighs off the floor so that only your hips are in contact with the floor. Hold at the top for a second, then lower your arms and legs.

Up & Adam:
An elliptical trainer offers a no-impact cardio workout.



Become an Animal

■ "The most important thing about Adam's program is not what he does in the gym," Pasternak says, "but what he does from the moment he wakes up to the moment he goes to bed: He doesn't sit still." The singer logs at least 14,000 steps a day on a Fitbit tracker (fitbit.com), which means he doesn't have to do cardio at the gym.

CHANNING'S BUZZ

(continued from page 93)

WE'RE SITTING ON A GRASSY airstrip beside another Sápara settlement when Gage reaches into a cardboard box and pulls out a few prototypes of the Runa energy drink can, which prominently features a guayusa leaf and the words "Clean Energy." One of Runa's investors, Kim Jeffery, who, as the president and CEO of Nestlé Waters North America, had helped turn it into the continent's third-largest beverage company, has advised Gage on the importance of a clear, succinct message. "His thing is: You have three seconds to tell people what your product is," Gage says. "What we want people to say about Runa is not that it's tea, or light tea, but that it's better than tea. Categorically better, and categorically different."

Tatum doubts whether the can's current design accomplishes that. "One thing Red Bull has done really well is that it can be sitting all the way over there, even in the dark, and you know exactly what it is," he says, pointing across the runway. "Just, bang—I know it. So, the leaf: I know that's what it is. But is that what we're advertising? What are we trying to get people to understand? The biggest thing for me is to figure out how to key into exactly what it should be used for and what it's going to deliver. It's alive. It sharpens you. It gives you insight into your world—focused presence, not just jacked up. The packaging should say what it's going to do for you. Then if people wonder what it's made from, they'll turn it over and read the ingredients and find out it's natural and it's made from a leaf in South America."

Carolyn adds, "I think people want to feel like they're holding a symbol in their hand, and that's what Red Bull has become."

"You've got to make it cool to drink," adds Tatum. "I hate to be some kind of idiot American saying that, but look—you can't deny the product. It makes you run faster, jump higher. Now you just have to—."

"Put the 'swoosh' on it," Carolyn says.

"Yes!" insists Tatum. "That thing that says: This is why it's fucking cool."

Gage, for his part, wants people to think of Runa as an alternative to Red Bull in a way that some now see Vita Coca—the country's top-selling coconut water brand—as a replacement for Gatorade. His challenge is to distinguish guayusa from tea, and make it cool. "This is 99% of what's going to determine if we're a \$10 million company or a \$500 million company," says Gage.

Yet he recognizes this is all nearly impossible without someone like Channing Tatum. In 2011, Vita Coco, whose celebrity investors include Madonna and Rihanna, ran a billboard campaign that featured Rihanna urging consumers to "Hydrate naturally from a tree, not a lab"—a jab at Gatorade and Powerade. That year the company saw its revenue double to nearly \$100 million.

To date, Runa's celebrity weaponry has been small gauge. The company sends products to a "Runa Tribe" made up of athletes like wakeboard world champion Darin Shapiro and pro kiteboarder Damien LeRoy—"individuals who embody what it means to be Runa," according to the company's website—hoping they'll spread the gospel. But the star power of Tatum, Runa's unofficial pitchman—he's discussing with the company various ways they might leverage his celebrity—actually has the potential to blast the brand into the mainstream. "We're dealing with guys [Tatum and Carolyn] whose entire professional business is public entertainment, and what's cool and sexy. And they've been successful at that. Channing has his finger on the pulse of the average American: what they do, how they think, and what they want."

A few weeks after returning from the Amazon, Tatum, in preparation for *Magic Mike XXL*, begins a 10-week regimen with celebrity trainer Arin Babaian to mold his body back into male stripper form—workouts fueled by guayusa. "We buy into things we believe in, and this is something I can completely get behind," he says on our way back from Ecuador. "Someone can just be like, 'Oh, you're just getting paid for this, right?' and I can say, 'No, I actually just drink the shit out of it.'" ■

WHERE TO BUY

FITNESS ON THE GO

PAGE 10: Russell Athletic Dri-Power Full Zip hoodie, \$25, Modell's stores; Asics T-shirt, asicsamerica.com; Puma PR Pure Nightcat short, \$40, Macy's stores; Nike Max Fit Soccer socks, \$18, Modell's stores; Adidas Samba Classic sneakers, \$50; Ghost Soccer shin guards, \$20, adidas.com.

BODY SLAM!

PAGE 18: H&M Sports vest, \$25, hm.com; Puma Training pants, \$45, available at The Puma Store; New Balance Fresh Foam Zante sneakers, \$100, newbalance.com.

SIGNAL MINDED

PAGE 28: London Fog Laconia jacket, \$135, available at Macy's stores or londonfog.com.

WILD SUCCESS

PAGE 34: Belstaff H Racer jacket, \$695, belstaff.com; Hoonigan Gymkhana Seven Censor Bar Raglan shirt, \$38, hoonigan.com; Levi's 501 jeans, \$68, levi.com.

THE "NOSQUAT" SOLUTION

PAGES 36, 38: American Apparel Fine Jersey tank, \$17, americanapparel.net; H&M Sport shorts, \$25, hm.com; Under Armour SpeedForm Apollo sneaker, \$100, ua.com.

VIKING COOL

PAGE 56: John Varvatos Shawl Collar Sweater jacket, \$698; Long Sleeve Henley sweater, \$298, johnvarvatos.com or johnvarvatos.com.

WORKOUT 2 WEEKEND

PAGE 80: Lacoste Long Sleeve White Cotton Jacket, \$525, lacoste.com; Buffalo David Bitton Sigarette 100% linen hooded top, BM15712, \$89, buffalojeans.com; BOSS Cotton tank top, \$32, hugoboss.com; Geoffrey Beene Silver Round-Faced watch, \$27,

burlingtoncoatfactory.com;

PAGE 81: Vince Camuto cotton knit cardigan, \$125, vincecamuto.com; BOSS Green Horajos Stretch Performance pants, \$175, hugoboss.com; Swatch Moonstep watch, \$130, store.swatch.com;

PAGE 82: Original Penguin P55 Blazer, \$195, available at Original Penguin stores or originalpenguin.com; Perry Ellis Reflective Boxer, price upon request, perryellis.com; Nautica 3-pack Tank shirt, \$36, nautica.com; Nixon The Monopoly watch, \$250, nixon.com;

PAGE 83: Michael Kors Nylon Front Waffle Jacket, \$145, michaelkors.com; Oakley Flak Jacket sunglasses, from \$150, oakley.com;

PAGE 84: Perry Ellis Reflective Shell, price upon request, perryellis.com; 2(X)IST Lounge pants, \$68, 2xist.com;

PAGE 85: Puma Suede Mid Classic sneakers, \$70, puma.com; DKNY 3-pack tank, \$36, dkny.com; Seiko Kinetic watch, SRN055, \$325, available at Macy's stores or macys.com;

PAGE 86: Calvin Klein Underwear Cotton Classic 3-pack Ribbed tank top, \$39.50, Calvin Klein sweatpants, similar styles available at calvinklein.com, Calvin Klein Jeans Flap Close Backpack, \$298, calvinklein.com; Citizen Axiom watch, AT2240-51A, \$325, citizenwatch.com;

PAGE 87: Ralph Lauren Supreme Comfort tank 2-pack, \$39.50, ralphlauren.com; Jorg Gray watch, JG8500-23, \$795, jorggray.com.

CHANNING TATUM AND THE QUEST FOR THE PERFECT BUZZ

PAGE 91: Nautica pants, \$65; shirt, \$79.50; jacket, \$128,

nautica.com.

STYLE POINTS

PAGE 95: Michael Kors Grey suit, \$595; Non-iron Twill Solid Dress shirt, \$75; Pin and Rib Stripe tie, \$65;

PAGE 97: BOSS Charcoal Solid Slim-Fit suit, \$795; Solid Dress shirt, \$95; Solid Slim tie, \$95;

PAGE 99: Tallia Orange Neat Slim-Fit suit, \$650; Geoffrey Beene Non-iron French Cuff shirt, \$55; Alfani RED Reversible Salsa Grid Skinny tie, \$49.50; Adidas Drive 2 Woven Wind jacket, \$60; all clothing available at Macy's stores or macys.com.

GETTING RIPPED ON THE SUNSET STRIP

PAGE 101: Eddie Bauer Myriad shorts, \$70; Highline Trail shoes, \$110, eddiebauer.com.

ASK MEN'S FITNESS

PAGE 107: Ray-Ban eyeglasses, RX5317, \$200, lenscrafters.com.

BALLED UP

PAGE 111: H&M 100% Cotton tank, \$13, hm.com; Gap Zip Pocket sweatpants, \$50, gap.com.

THE PERFECT WORKOUT

PAGES 112, 114-116, 118: Alternative Apparel Miggy tank top, \$24, alternativeapparel.com; Reebok ONE series 2-1 Woven shorts, \$55, reebok.com; Nike Zoom Hypercross TR, \$140, nike.com; Nooka Karim Rashid Yogurt watch, \$119, nooka.com.

BALLER

PAGES 126, 128-129: Mercer Market Hand-sewn tank, \$145, mercerc-market.com; LOT78 luxe sweatpants, \$329, LOT78.com; Puma Faas 300TR v2 sneakers, \$100, shop.puma.com.

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Men's Fitness (ISSN 0893-4460) Volume 31, No. 2, is published 10 times a year, Jan/Feb, Mar, Apr, May, Jun, Jul/Aug, Sept, Oct, Nov, and Dec, by Weider Publications LLC, a division of American Media Inc. 4 New York Plaza, 4th Fl, New York, NY 10004. Periodical Rates Postage Paid at the New York, NY Post Office and at additional Mailing offices. Copyright © Weider Publications, LLC 2014. All rights reserved. Canada Post International Publications Mail Sale Agreement No. 40028566. Canadian B.N. 89579 2885RT. All materials submitted become the sole property of Weider Publications, LLC, and shall constitute a grant to Weider Publications, LLC, to use name, likeness, story, and all other information submitted of the person submitting the same for any and all purposes and cannot be used without permission in writing from Weider Publications, LLC. Men's Fitness is not responsible for returning unsolicited manuscripts, photographs, letters or other materials. Weider Publications, LLC and American Media publisher of Men's Fitness, does not promote or endorse any of the products or services advertised by third-party advertisers in this publication. Nor does Weider Publications, LLC or American Media Inc. verify the accuracy of any claims made in conjunction with such advertisements. Copyrighted under the Universal Copyright Convention and International Copyright Convention. Copyright reserved under the Pan-American Copyright Convention. Todos derechos reservados según la convención Pan Americana de Propiedad Literaria Artística. Title trademark registered in U.S. Patent and Trademark Office. Subscription rate is \$21.97 for (1 yr) 10 issues in U.S.A. In Canada (1 yr) 10 issues \$36.97. Outside of U.S.A. and Canada (1 yr) \$37.97 U.S. Orders outside of U.S.A. must be prepaid in U.S. funds. For Customer Service and Back Issues call toll-free (800) 340-8958 or write to: Men's Fitness, P.O. Box 37207, Boone, IA, 50037-0207. SUBSCRIBERS: If the postal service alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within one year. U.S. POSTMASTER: Send all UAA to CFS (See DMM 707.4:12.5); NON-POSTAL and MILITARY FACILITIES send U.S. Address changes to: Men's Fitness Magazine, P.O. Box 37207, Boone, IA 50037-0207. CANADA POSTMASTER: Send address changes to American Media Inc, PO Box 907 STN Main, Markham, ON L3P 0Z4, Canada. From time to time we make our subscriber list available to companies who sell goods and services by mail that we believe would interest our readers. If you would rather not receive such mailings, please send your current mailing label to: Men's Fitness, P.O. Box 37207, Boone, IA, 50037. Manuscripts, art or other submissions must be accompanied by a self-addressed, stamped envelope. Printed in the U.S.A.

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If you Instagram your abs, please make sure to choose the "I'm a tool" filter.	March 31	12:02 p.m.
FTW: Plate of raw veggies; mix in handful of Salt 'N Vinegar almonds.	March 28	8:48 p.m.
Relentless forward motion.	March 28	2:55 p.m.
Suggested obstacle for @ToughMudder L.A.: the Paparazzi Dodge.	March 28	10:04 a.m.
Power rankings, muscle-soreness remedies: 5. Biofreeze 4. Dynamic stretching 3. Foam roller 2. Cold tub 1. My masseuse, Gwen.	March 27	9:02 p.m.
Moves one should not do at the gym: frog stretch.	March 26	8:16 p.m.
Spring break rules:	March 24	6:01 p.m.
"But time is short and the road is long. In the blinking of an eye, ah that moment's gone." #marchmadness #oneshiningmoment	March 19	12:21 p.m.
Happy St. Patrick's Day: May your liquids be green going in and stay there till you're outside the bar.	March 17	9:02 a.m.
::downloading @taylorswift13 songs for cardio mix:: SHUT UP, YOU ARE TOO!	March 15	11:03 p.m.
In honor of Albert Einstein's birthday, the @mensfitness E=MC2 equation: Exercise = Must Challenge2.	March 14	3:12 p.m.
"I do not like them here or there./ I do not like them anywhere." Who knew Dr. Seuss knew a thing or two about leg-extension machines.	March 13	6:22 a.m.
Break 2 eggs, whisk, microwave 60 sec, place on whole-wheat English muffin w/ Canadian bacon, flip bird to fast-food bfast bombs.	March 12	6:43 a.m.
Moves one should not do at the gym: "How YOU doin'?"	March 11	5:52 p.m.
I KNOW THEY'RE NOT CALLED SAMOAS ANYMORE! Settle the bleep down.	March 10	4:54 p.m.
I will not eat a Girl Scout Cookie. I will not down a whole box of Girl Scout Cookies. I will not bring a bucket to buy Girl Scout Cookies.	March 10	4:53 p.m.
Company softball goals: No pulled groins. No swings and misses. Do not tag your teammates.	March 9	7:43 p.m.
Took me an hour to write this tweet. #daylightsaving	March 8	3:00 a.m.
Moves one should not do at the gym: mirror flex.	March 5	8:44 p.m.
Happy birthday, @itsJulieBowen. We hope Phil Dunphy fixed the step. #modernfamily	March 3	9:31 p.m.
Power rankings, ginger: 5. Gingersnaps 4. On the side with your sushi 3. Ginger beef 2. The one from Gilligan's Island 1. Moscow mules.	March 2	12:12 p.m.
Hey trolls: Keep on keeping on, but your barbs mean zero without a real name. Stand up or shut up.	March 1	2:04 p.m.

A photograph of a Toyota Corolla's interior, viewed from the driver's perspective. The steering wheel, dashboard, and center console are visible. The background, seen through the windshield, is a vibrant, colorful scene of people celebrating with confetti. The text "Let's elevate the moment." is overlaid in white at the top left.

Let's elevate the moment.

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**Let's
Go
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